

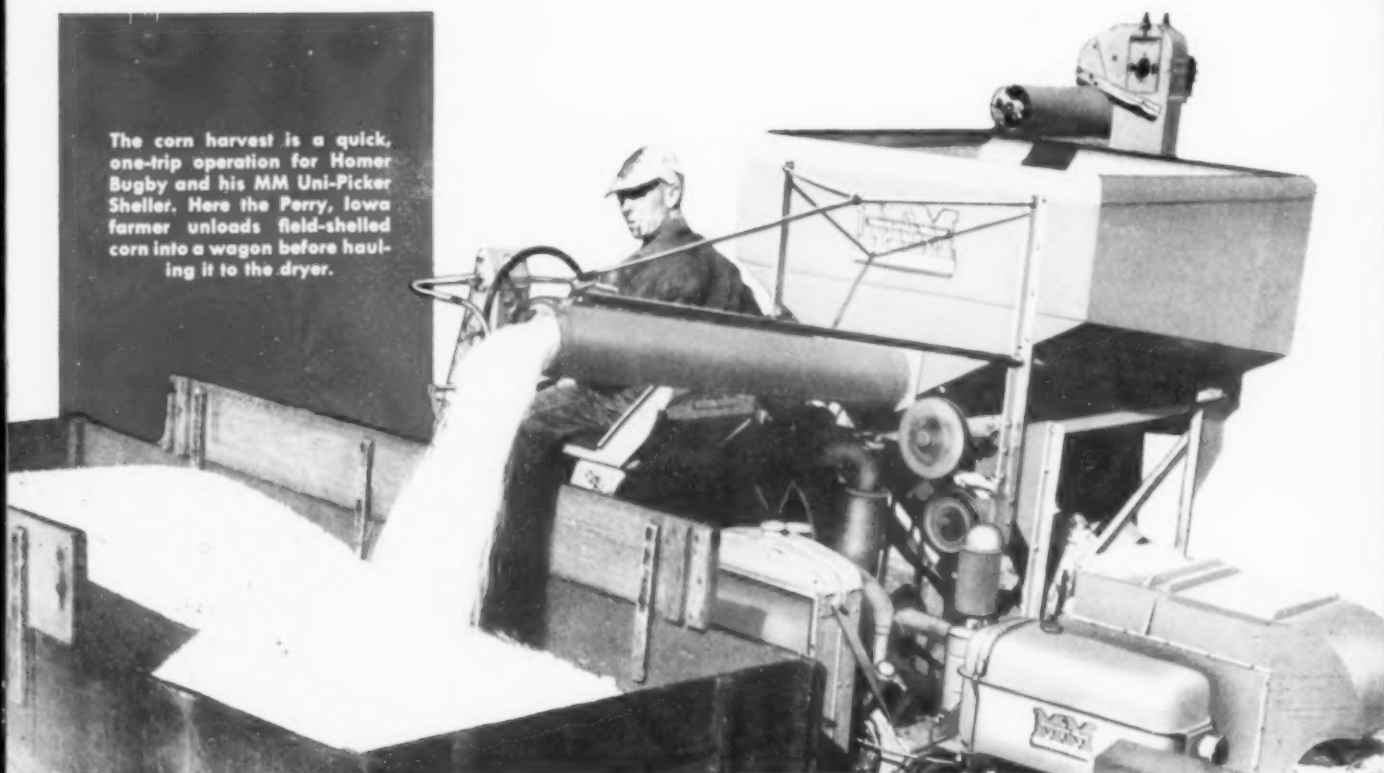
Southern HARDWARE


JULY
1954

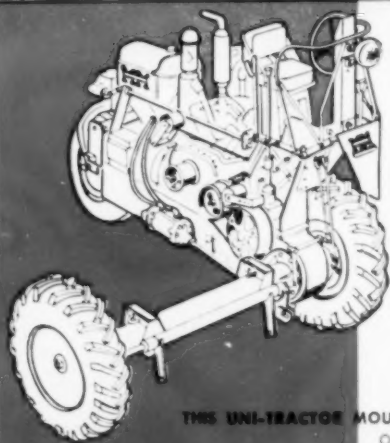
In this issue
Keeping Ahead
of the Chains
Pg. 28

Including the SOUTHERN FARM EQUIPMENT section

The corn harvest is a quick, one-trip operation for Homer Bugby and his MM Uni-Picker Sheller. Here the Perry, Iowa farmer unloads field-shelled corn into a wagon before hauling it to the dryer.



Corn ready-shelled in one trip...
only the  Uni-Farmor
can do jobs like this!

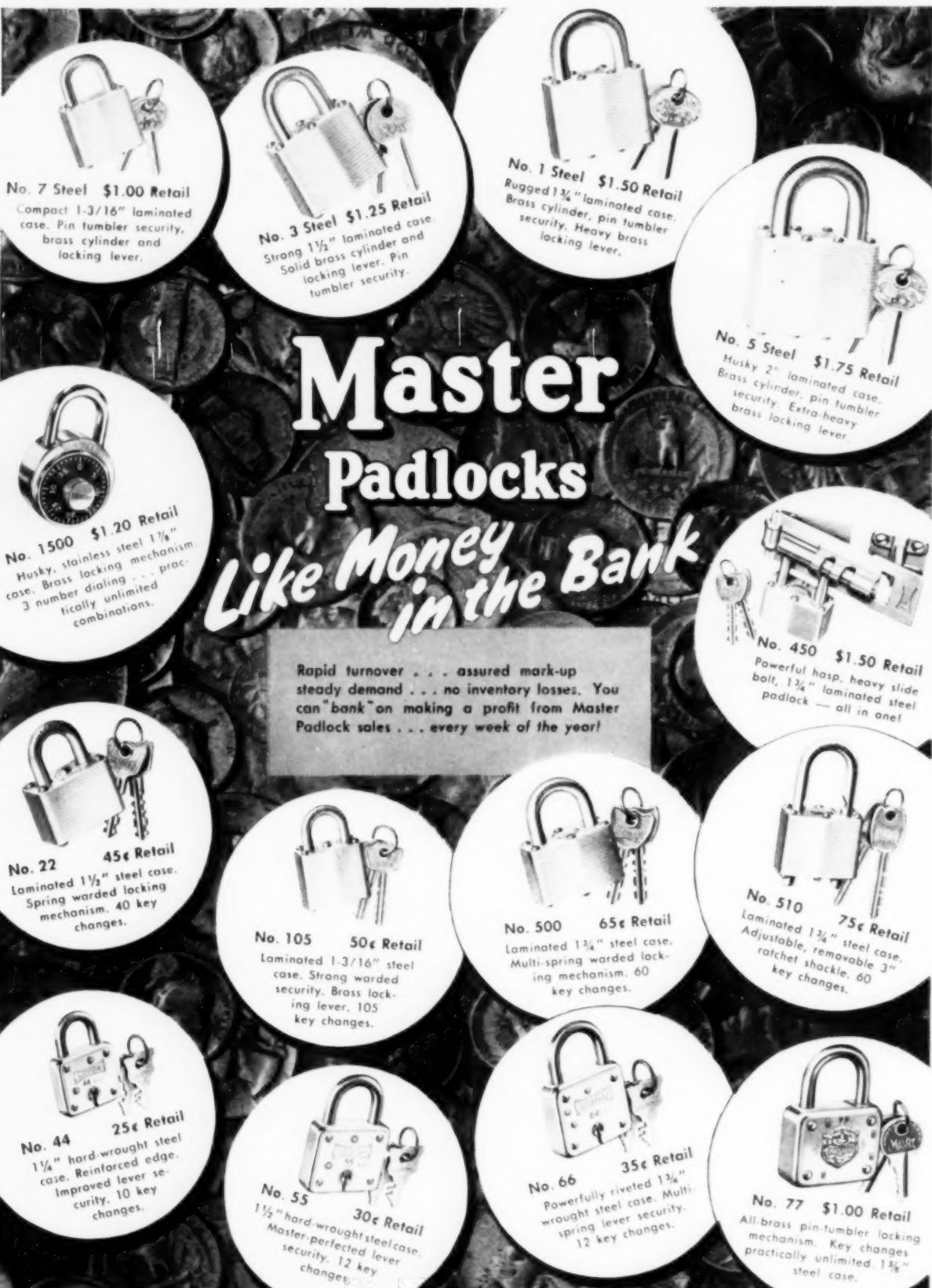



THIS UNI-TRACTOR MOUNTS THIS UNI-FORAGOR OR UNI-HARVESTOR OR UNI-PICKER SHELTER OR UNI-HUSKOR OR UNI-WINDROWER. More machines coming to make your Farmer-Customer self-propelled all the way!

NOTE: A few choice dealer territories still available—real money-making opportunities with small investment.




MINNEAPOLIS-MOLINE • MINNEAPOLIS 1, MINNESOTA







No. 7 Steel \$1.00 Retail
Compact 1-3/16" laminated case. Pin tumbler security. brass cylinder and locking lever.




No. 3 Steel \$1.25 Retail
Strong 1 1/2" laminated case. Solid brass cylinder and locking lever. Pin tumbler security.



No. 1 Steel \$1.50 Retail
Rugged 1 3/4" laminated case. Brass cylinder, pin tumbler security. Heavy brass locking lever.



No. 5 Steel \$1.75 Retail
Husky 2" laminated case. Brass cylinder, pin tumbler security. Extra-heavy brass locking lever.




No. 1500 \$1.20 Retail
Husky, stainless steel 1 3/4" case. Brass locking mechanism. 3 number dialing - - - practically unlimited combinations.


Master Padlocks

Like Money in the Bank


Rapid turnover . . . assured mark-up steady demand . . . no inventory losses. You can "bank" on making a profit from Master Padlock sales . . . every week of the year!




No. 450 \$1.50 Retail
Powerful hasp, heavy slide bolt, 1 3/4" laminated steel padlock - all in one!




No. 22 45¢ Retail
Laminated 1 1/2" steel case. Spring worded locking mechanism. 40 key changes.




No. 105 50¢ Retail
Laminated 1-3/16" steel case. Strong worded security. Brass locking lever. 105 key changes.




No. 500 65¢ Retail
Laminated 1 3/4" steel case. Multi-spring worded locking mechanism. 60 key changes.




No. 510 75¢ Retail
Laminated 1 3/4" steel case. Adjustable, removable 3" ratchet shackle. 60 key changes.




No. 44 25¢ Retail
1 1/4" hard-wrought steel case. Reinforced edge. Improved lever security. 10 key changes.



No. 55 30¢ Retail
1 1/2" hard-wrought steel case. Master-perfected lever security. 12 key changes.



No. 66 35¢ Retail
Powerfully riveted 1 3/4" wrought steel case. Multi-spring lever security. 12 key changes.



No. 77 \$1.00 Retail
All-brass pin-tumbler locking mechanism. Key changes practically unlimited. 1 5/8" steel case.

Master Lock Company. Milwaukee 45, Wis. • World's Leading Padlock Manufacturers

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St. Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.

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Volume 123

Number 7



5 REASONS WHY *STORMPROOF* IS EASY TO LAY

To the man who does his own work, no roofing material will be easy-to-sell unless it is easy-to-lay. And few materials equal Stormproof galvanized steel roofing for convenience and ease of installation. For instance:

1. Easy to handle—Stormproof galvanized steel sheets have a full width of 26 $\frac{1}{8}$ in., a comfortable width to handle even on windy days. And its covering width of 24 in. is ample to assure a fast job.

2. Less nailing needed—Stormproof is designed for nailing only along side-laps. End-lap nailing is usually unnecessary.

3. No crimping or bending—Special side- and end-lap construction eliminates need for seaming of sheets on the job. Edges are simply overlapped, then fastened with Bethlehem Non-Leak Roofing Nails.

4. No battens or sticks—Stormproof's sturdy reinforcing ridges give it strength and rigidity, thus cutting out the need for nailing-battens and sticks.

5. No special tools needed—A hammer and shears are the only tools required for laying a Stormproof roof. And in many cases even the shears aren't needed.

Point out these convenience features to your next roofing customer. And, of course, point out the weather-resisting qualities of Stormproof's uniform zinc coating, and the attractiveness of its spangles. Save the low price for last—that's the final clincher.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Divisions: Bethlehem Steel Export Corporation



STORMPROOF COVERS THE SOUTH

"You can tell by the way she snaps!"

Says **DONA BROULLETTE** of
LUCKS & CLARKE CORPORATION
(Hardware, Building Supplies, Millwork)
WALLINGFORD, CONN.

Mr. Broullette's been cutting glass for over 40 years. But L·O·F's "Blindfold Test" was a new one on him. He ran several cuts on four well-known brands of single-strength window glass. Each piece was marked A, B, C or D. He didn't know which was which until *after* he'd picked the one that was easiest to cut.

He picked "D" every time. "D" was L·O·F, 28 out of the 30 dealers who took this test picked L·O·F.

"I didn't have to take this test to know that L·O·F Window Glass is easiest to cut," said Mr. Broullette. "The cutter runs free without any strain on me *or* the glass. She snaps clean and quick."

L·O·F Window Glass is easiest to cut into big pieces or little pieces. It's easiest to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easiest because it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.



Try the "Blindfold Test" Yourself!

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed un-

der "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



Red Tag's
Merchandising
Tips:



"Well-known names
are real sales 'plusses'—sell
Cyclone Hardware Products



CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION
UNITED STATES STEEL CORPORATION
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

CUSTOMERS look for names they know and when you sell Cyclone "Red Tag" Hardware Products you have not just one but *two* widely-recognized names. First, there's the name "Cyclone"—it has stood for quality in fence and wire hardware products for more than 50 years.

And behind Cyclone is the "United States Steel" name. The products of United States Steel are currently being brought to public attention through "The United States Steel Hour"—a program being widely acclaimed as one of television's finest dramatic offerings. National magazine advertising is at its peak now too.

This extensive advertising works hard for you when you handle Cyclone "Red Tag" Hardware Products. There's Cyclone Lawn Fence, along with Gates, Trellis and Flower Bed Border. There's Cyclone Insect Wire Screening in Galvanized, Bronze and Aluminum and Cyclone Hardware Cloth with the welded selvage. And remember Cyclone Catch-All Baskets and Cyclone Flexible Steel Mats.

Take advantage of the Cyclone and United States Steel names. If you're not handling complete lines of all these products, check with your jobber today.



U-S-S CYCLONE "Red Tag" HARDWARE PRODUCTS

UNITED STATES STEEL

Southern HARDWARE

Hardware & Allied Lines -- Farm Operating Equipment

Vol. 123

July, 1954

No. 7

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MINNOW BREATHERS

ASSURE
LONG LIFE
FOR ALL TYPES
OF LIVE
BAIT



No. 20

Full 20 quarts.
Plated frame and
lifting handle. Fin-
est quality sulphite
insert to insure longer
life and better breath-
ing. Masonite lid with
lifting handle.



No. 2 2-quart capacity.
Sturdy wire frame.
Keeps bait alive indefinitely.
Masonite lid with lifting handle.



No. 250

Open frame construc-
tion assures longer
life for all type of
bait. Cap and hinged
lid held by plated
frame. Insert of the
finest laminated sul-
phite. All parts are
replaceable.

FRABILL Manufacturing Co.

234 W. Florida St., Milwaukee 5, Wis.

End of Business Slide Seen As Production, Sales Turn Up

THE "RECESSION" of 1953-54 has about come to an end and there are definite indications that business activity is strengthening all along the line. Production, after months of decline has firmed, holding steady in April and remaining steady during the last of May. Production of automobiles turned up in April and May, and enough dealers were reporting good sales to bolster optimism within the industry. Television and many other major consumer durable goods were being produced in large volume as the second quarter closed.

At the same time the employment situation has improved as production has climbed upward. In soft goods production and sales there is a similar optimism. Demand for cotton textiles is high and the industry is set for improved conditions. The same is true of the farm equipment industry. The latest trends are encouraging as farmers prepare for an excellent crop year.

Prices Steady

As the third quarter opens prices both on the wholesale and retail level are holding steady. Wholesale prices, in fact, are not far below their post-Korea highs.

Meanwhile, construction activity moves along on a continuing high level. Home building, in view of the current rate, appears to be headed for another record year. The annual rate of home-building is estimated to be more than 1.1 million. If that rate of building continues, it is now certain that 1954 will be the second best housing year in the nation's history, exceeded only by the record year of 1950.

Actually, the 1953-54 "recession" has been the mildest in the nation's history representing, at worst, a mild dip from a high level of prosperity. Some economists feel that the nation is on the

threshold of a new and continuing era of prosperity.

Farm Income Down in First Four Months

FARMERS' CASH receipts in the first four months of this year totaled about 8.4 billion dollars, down three percent from the corresponding period of 1953 largely because of lower average prices. Total receipts from livestock and products, estimated at 5.5 billion dollars, were about the same as last year. Crop receipts of 2.9 billion dollars were down 10 percent, with most of the decline in wheat, cotton, soybeans and vegetables.

Construction Activity Continues on High Level

EXPENDITURES for new construction in the first four months of this year were slightly higher than last year, and were record large for the period, according to a report from the Department of Com-

merce. Spending on industrial construction was down 12 percent from a year earlier, but private residential and hospital building rose slightly and commercial construction was up 40 percent.

New housing starts in April were up a fifth from last year's low in August, and were the highest for the month since the record in April 1950. The value of residential contract awards in March was 10 percent above the highest month of last year, indicating continued large outlays for residential construction in the next few months.

Employment Higher in Latest Month

EMPLOYMENT ROSE by 498,000 workers from March to 60,598,000 in early April, according to estimates by the Census Bureau. The gain in nonagricultural employment was more than usual, with increases in trade, construction and services outweighing a further drop in factory employment. The higher employment figure came from an increase of 238,000 civilian workers in the labor force and a drop of 260,000 in the number of unemployed to 3,465,000 in April. The decline in unemployment, about usual from March to
(Continued on page 60)

Consumer Spending at Near Record

PERSONAL CONSUMPTION expenditures in January-March were at an annual rate of about 230 billion dollars, the same as the fourth quarter and near the record of 231 billion in the third quarter of 1953.

The Department of Commerce has reported that a decline in purchases of durable goods was offset by a further increase in spending for services. Consumer buying is apparently being well maintained in the second quarter.

Retail sales in April rose three percent from March, after seasonal adjustment, and were equal to April 1953. Sales in durable and nondurable goods stores both rose during the month, with most major groups registering increases. Compared with a year earlier, durables were off four percent while nondurables were up two percent. Department store sales in April were up two percent from March, but were three percent lower than last year.

King Cotton

SASH CORD

in the
"handy-bag"
package



This is our
Sellcord® display
carton for Coils of
Sash Cord. Keeps
it clean, easy to
handle, easy to store.



- WINDOW SASH
- DOOR BALANCES
- CLOTHESLINE
- STARTER CORD
- DRYER CORD
- TIE-DOWN LINE
- HEAVY WRAPPING
- JUMP ROPE
- PLOW LINE
- AWNING CORD
- FLAG HALYARDS
- LAWN FURNITURE
- TENT ROPE
- PACK LASHING
- TARPULIN TIES
- OVERHEAD DOORS

**PRICED RIGHT
PACKAGED RIGHT**

Here's a new Sash Cord package that has almost everything. The cord is completely protected from dust, dirt and handling abuse by the heavy gauge polyethylene bag. The clean, white cord is fully visible and with both hanks bagged you can cut the hanks apart and both customers get a packaged purchase.

This new package is also just the ticket for counter display, for shelf stock or for bins. And King Cotton Sash Cord is priced RIGHT. Write for a FREE SAMPLE and our latest prices and see for yourself.

King Cotton
CORDAGE

JOHN H. GRAHAM & CO. INC.
105 DUANE STREET, NEW YORK 8, N. Y.

HARDWARE

INDUSTRY NEWS

MANUFACTURERS - WHOLESALERS

Richards to Represent Chicopee Lumite Div.

WILLIAM A. RICHARDS has joined the Lumite Division, Chicopee Mills, Inc., as southern representative for their products, with headquarters in Dallas, Texas.



William A. Richards

For the past eight years, Richards was associated with Deering-Milliken & Co., Inc., first in a manufacturing capacity and later heading up their Chicago sales office.

Housewares Show to Be Held in Atlantic City

A TOTAL OF 590 manufacturers will display their lines of merchandise to an estimated 7,000 buyers at the 1954 National Housewares and Home Appliance Exhibit, according to A. W. Buddenberg, executive secretary, National Housewares Manufacturers Association.

The exhibit will open in Atlantic City Monday, July 12 at 9 a.m., and will continue through Friday, July 16 at 2 p.m. It will be the 21st national exhibit operated by the NHMA and the seventh successive exhibit held in Atlantic City.

Mr. Buddenberg states that the exhibitors will occupy more than 950 booths covering an area of approximately 150,000 square feet of

exhibit space on the three levels of Atlantic City Auditorium.

The NHMA Summer Housewares Show party will be held Tuesday, July 13, at the Hotel Traymore.

Harrison to Head Sales of Pachmayr Gun Works

PACHMAYR Gun Works, Inc., of Los Angeles, announces the appointment of Bill Harrison, nationally known competitive shooter, as sales manager.

Harrison has been with Pachmayr for the past two years and identified with the sales of guns and shooters' accessories since 1949. Prior to 1949 he was general manager of manufacturing concerns in Illinois.

Since 1944 Harrison has ranked among the top 10 trap shooters of the nation. In 1947 he was chosen as a member of the All-America



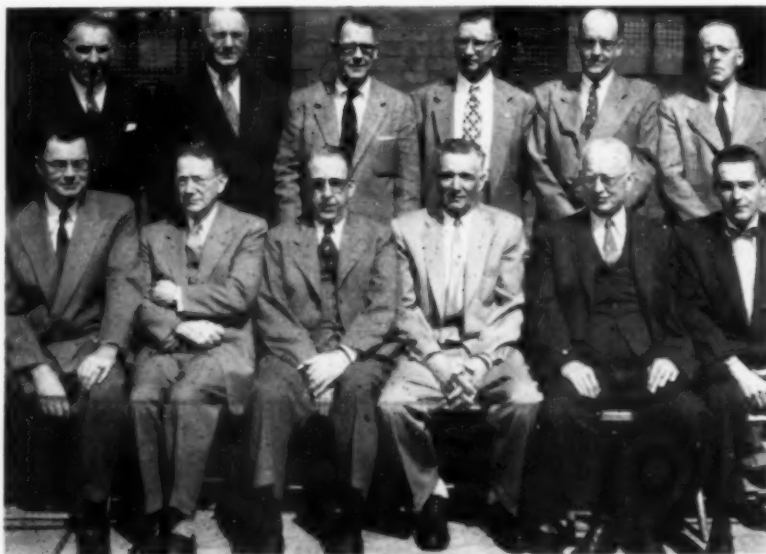
Bill Harrison

trap team. Last year he was Hi-Average Shooter for the state of California.

He replaces Seymour Ziebert who resigned from the company to become executive vice-president of Golden State Arms Corp., of Pasadena.

(Continued on page 10)

Stanley Veterans



Among the Stanley Tools sales representatives and executives with 25 or more years of company service who were present at the recent sales conference were C. Kenneth Freedell, general sales manager (extreme left, front row); Rodman W. Chamberlain, Sr., vice-president-sales, all divisions (second left, back row); and Gerald M. Fletcher, director of advertising (second right, back row)

You can put your confidence

in the

'MIKE'
®

line *

QUALITY TWINES AND CORDAGES

Labeled, solid wound balls of

SEINE CORD

SEINE TWINES
SEINE CORDS
TROT LINES
STAGING
VENETIAN BLIND CORD
SASH CORDS
CLOTHES LINES
MASON LINES
BUTCHER'S TWINES
FISHING LINES
NYLON CASTING LINES
STARTER ROPE
JUMP ROPE
MOP HEADS
WRAPPING TWINES
KITCHEN LINES
EXPRESS TWINES
CHALK LINES
KITE CORDS
PARCEL POST TWINES
POLISHED INDIA TWINES
PLASTIC CLOTHES LINES
JUTE TWINE

KNOW WHAT YOU'VE GOT



ART. 533

A NEW merchandising
feature that will help
both you and your customer

**IN A VARIETY
OF PUT-UPS**

1 lb. skeins — 12 thru 72 ply

2 oz. balls — 12 thru 24 ply

4 oz. balls — 12 thru 48 ply

8 oz. balls — 12 thru 72 ply

Above Sold in 5 lb. Pkgs.

1 lb. balls — 24 thru 72 ply

Sold in Bulk



ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID. Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C., Los Angeles, California, or Marietta, Minnesota. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

When you display the **MIKE** line—
it Sells!

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

2102 Colorado Blvd.
Los Angeles 41, Calif.

Marietta
Minnesota

Vernon K. Church, New Aladdin Vice-President

VERNON K. CHURCH, who since 1952 has been director of sales for Aladdin Industries, Inc., of Nashville, Tennessee, was elected vice-president of the company at the recent board of directors' meeting. In announcing the promotion, Victor S. Johnson, Jr., president and board chairman, stated that



Vernon K. Church

Church will continue to be responsible for domestic sales of vacuum bottles and electric lamps.

Church, who has been with Aladdin for the past nine years, originally started as assistant sales manager of the Vacuum Bottle Division. He was successively vacuum bottle sales manager, general sales manager and director of sales.



Albany Hardware Co., of Albany, Ga., has purchased a display coach to display seasonal merchandise and new items. It is equipped with a power system in rear to furnish air conditioning, lights, and heat. A door connects this compartment with rest of coach

Registration High for Gift & Fancy Goods Show

ADVANCE registrations indicate that a trade audience of more than 10,000 persons will attend the Second U. S. International Gift and Fancy Goods Show to be held August 22-27 at the Astor Hotel, New York City, show officials have announced.

The officials state that the sales potential is greater this year than last when more than a million dollars in sales was written at the show itself. More gift items will be introduced for the first time. All displays will be shown in open booths, and will represent unusual giftwares and fancy goods crafted in 50 foreign lands.

Distributors, wholesalers, dealers, chain and department store buyers are invited to register in

advance by writing the International Gift and Fancy Goods Show, 331 Madison Ave., New York 17, N. Y. Admission badges will be mailed and no further registration is required.

Robertson to Represent Rocket Concrete Drill

ROCKET Concrete Drill Co., of Dana Point, California announces a new representative for the states of Georgia, Alabama, Tennessee and Mississippi, LeVern L. "Rob-



L. L. Robertson

bie" Robertson, of The Robertson Co.

Robertson has maintained The Robertson Co., 477 Eighth Street, N. E., Atlanta, Georgia for the past five years.

(Continued on page 12)

Recommendation on Hack Saw Blades Revised

PRINTED COPIES of Simplified Practice Recommendation R90-53, Hack-Saw Blades, are now available, the Commodity Standards Division, Office of Technical Services, U. S. Department of Commerce, reported recently.

The recommendation, originally issued in 1928, established a simplified list of stock sizes of hack-saw blades. This revision, the fifth, is the result of a comprehensive research program conducted by the industry to insure blades in which the combinations of length, width, thickness, and tooth numbers will meet all normal sawing

requirements and provide maximum efficiency and economy. A comparison with the former edition shows the elimination of 18 sizes of power hack-saw blades and the addition of 8 sizes. Hand frame sizes remain the same according to the report.

Printed copies of Simplified Practice Recommendation R90-53, Hack-Saw Blades, may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 5 cents a copy. A discount of 25 percent will be allowed on orders of 100 or more copies.

IF YOU ARE A BUYER OF HARDWARE...

**9th Annual
NATIONAL
HARDWARE
SHOW**

**October
11-12-13-14-15**

**Navy Pier,
Chicago, Ill.**



**The
Hardware
Industry's
Greatest
Merchandising
Event
For
Buyers**

See, feel and compare the products of more than 1,000 manufacturers who will display over 6,000 lines of hardware and allied products. See also the greatest display of lawn, garden and light farm equipment ever assembled in one place. Get complete information about new products, price, delivery and merchandising.

PLAN NOW TO ATTEND

Fill out and mail the registration coupon now. Your badge, which will admit you without further registration, will be mailed to you. Yes... we will make hotel reservations for you.



**NATIONAL
HARDWARE
SHOW**

**331 MADISON AVE., NEW YORK 17,
MURRAY HILL 2-4802**

Save time by registering NOW. Fill in and mail this registration coupon and your admission badge will be mailed to you. Please check below if you wish us to send our hotel reservation blank. (Please Print).

NAME	TITLE
FIRM	
STREET	
CITY	STATE
TYPE OF BUSINESS	

Please check below the classification of your business

- | | | |
|---|--------------------------------------|--|
| <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Retailer | <input type="checkbox"/> Dept. & Chain Store Buyer |
| <input type="checkbox"/> Importer-Exporter | <input type="checkbox"/> Mfrs' Agent | <input type="checkbox"/> Manufacturer |
| <input type="checkbox"/> Please send us your hotel reservation blank. | | |

Minors under 18 yrs. of age will not be admitted under any circumstances



One hundred and thirty-one booths featuring exhibits by manufacturers and 13 department booths attracted more than 5,000 hardware dealers and industrial accounts during the five-day Orgill Brothers & Co.'s combination open house celebration, hardware trade show, appliance display and toy show, May 3-7, in Memphis. They were housed in this 60 by 400-foot tent adjacent to the wholesaler's new \$2,000,000 warehouse

Open House and Merchandise Show Staged by Orgill Brothers & Co.

MORE THAN 5,000 hardware dealers and industrial accounts attended Orgill Brothers & Co.'s combination open house celebration, hardware trade show, appliance display and toy show May 3-7 in Memphis.

This hardware wholesale house, pointing with pride to its recently completed 600,000 - square - foot plant at 2100 Latham Street, was host to dealers from as far away as Texas, Oklahoma and Illinois. Many factories represented by Orgill sent officials to the exhibition.

A total of 131 booths featured exhibits by major manufacturers whose lines are distributed by Orgill and whose lines lend themselves to such promotion. In addition, there were 13 Orgill department booths in which many of the 2,000 manufacturers who distribute through Orgill had merchandise on display.

Nearly all exhibitors in the merchandise show had specially priced

merchandise for the display. Many new items shown for the first time also were featured.

The exhibits were housed in a 60 by 400-foot tent adjacent to the new \$2,000,000 Orgill warehouse, which was formally opened to the public for the first time. Plant tours were started every 15 minutes. Inside the one-story concrete warehouse—biggest in the South and second largest in the

United States—were nine stations at which recordings by Secretary-Treasurer Joseph Orgill described the operation. The plant has 1¼ miles of conveyor line with 1,400 floats on the line. At no place in the plant is any article of merchandise farther than 65 feet from the conveyor line.

Of much interest to dealers attending the show was the fact that the annual Orgill toy display which usually opens in June was held this year in connection with the week-long merchandise display.

The show was arranged to provide special days for different parts of the Orgill territory. For example, Monday, May 3, was Memphis and Shelby County day; Tuesday was Mississippi day; Wednesday was Arkansas day; Thursday was for Alabama, Louisiana, Missouri and Kentucky, and Friday was Tennessee day.

Neal Jones, merchandise promoter
(Continued on page 14)

One of the most interesting exhibits at the big Orgill show was the booth featuring portable barbecue equipment. Turkeys and meats were barbecued daily while large crowds watched



GLASS—always in windows...now in screen cloth!

Put yourself in the
business for only **\$83⁹⁵**
f.o.b. Chicago, Ill.

This Introductory
**DISPLAY
RACK**
cuts
measures
dispenses
**New CHICOPEE
FIBERGLAS*
SCREEN CLOTH**



YOU GET:

display rack (takes only 2' x 3' of floor area) plus
five 50' rolls of Chicopee Fiberglass Screen Cloth in
the five best-selling widths: 26'', 28'', 30'', 32'', and
36''. Replacements are in 100' lengths. It's a com-
bination guaranteed to start spring sales climbing.

**New Chicopee FIBERGLAS Screen Cloth
can't stain sidewalls...rust or corrode**

FLEXIBLE • CAN'T BURN • EASY TO WORK WITH

Contact your jobber today or write directly to us for complete details plus special free sales aids.

LUMITE DIVISION, Chicopee Mills, Inc., 47 Worth Street, New York 13, N. Y.

†T.M. Chicopee Mills, Inc. *©T.M.O.C.F. Corp.

tions manager for Orgill and manager of the exhibition, was pleasantly surprised by the large number of dealers attending from distant points.

More than 500 free prizes were awarded during the five days. Orchids were presented to women visitors.

Orgill departments represented were advertising and dealer promotions; appliances; builders' hardware and paint; credits; electrical; farm equipment; furniture and floor covering; heavy hardware; housewares and giftware; plumbing, pump; and industrial supplies; sporting goods; tools and cutlery; and toys. Orgill sales representatives were on hand to greet dealers and help with demonstrations.

National Guard Appoints During Representative

NATIONAL Guard Products Co., Inc., Memphis, Tennessee, announces the appointment of John G. During, of Dallas, Texas, as



John G. During

representative. During will handle National Guard's line of metal weatherstripping, screen door grilles and asbestos siding trim in Texas and Oklahoma.

During was associated with Corning Glass Works from 1932 until 1953; first as salesman, then as sales manager for the Southern District from 1942 until 1953. Since 1953, During has maintained his

own office as a manufacturers' representative.

He is a member of the executive committee of the Texas Hardware Boosters Club; past-president and now on the advisory board of the Texas Housewares Club of Dallas; and an active member of the Old Guard.

He and his family reside in Dallas.

McKinney Assigns Toop to New Sales Territory

McKINNEY Manufacturing Co., Pittsburgh, Pa., has changed the sales territory of Harold Toop, who for the last two years has been representing the company's builders hardware line in southeastern states.

Toop will move from York, South Carolina into a more central location in his new territory that includes Alabama, Mississippi, and western Tennessee. He also will cover Nashville, Tennessee.

Huffman Appoints Case to Head Southeastern Sales

THE HUFFMAN Manufacturing Co. announces the appointment of Clifford I. Case as new southeast-



Clifford I. Case

ern territory manager in charge of Huffy-Mower and Huffy wheel goods sales. He succeeds Stan H. Lamb who is retiring after 43 years with the company.

Case has been associated with Huffman since 1946, located in the home office, Dayton, Ohio, until 1951 when he served two years with the armed forces in Korea. Following his discharge last fall, Case rejoined the company in the sales department.

The southeastern territory includes North and South Carolina, Georgia, Alabama, Mississippi and Florida. Case will make his home in Atlanta, Georgia.

(Continued on page 16)

Stratton & Terstegge Meeting



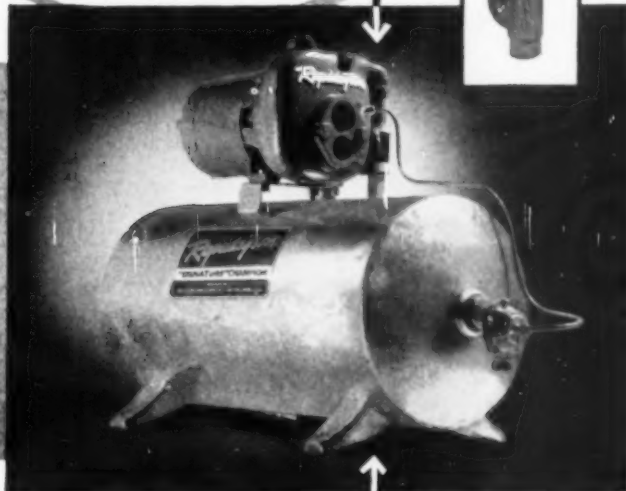
J. H. Sanders, above, sales promotion manager of Stratton & Terstegge Co., hardware wholesalers in Louisville, Ky., briefs company's Tennessee salesmen on fall promotion plans including the March of Toys promotion. The meeting was held in Nashville and salesmen attending included, left to right, standing: Fred Wrenn, Gerald Crenshaw, Marvin Thompson, Hugh Stone, and J. H. Sanders. Left to right, seated: Charles Richey, Harold Brown, Hal Jones, A. L. Crowe, buyer; R. E. Bader, sales manager; Ed Campbell and Richard McClintock

NEW PUMP! NEW FEATURE!

**NO ADAPTERS!
NO THREADS NEEDED!
NO CLAMPS! NO UNION!
NO SLIP COUPLING!**



"Quick-Connect" Flange Unit, Patents Pending



Rapidayton
"SIGNATURE"
CHAMPION
CONVERTIBLE
JET WATER SYSTEMS

*The pump
designed with
the PIPES in
mind!*

and only \$109.⁵⁰

RETAIL (f. o. b. factory)

Complete $\frac{1}{4}$ H.P. convertible jet water system with 13-gallon tank, ejector and air charger. You get these new features.

"Quick-Connect" Flange Unit . . . Larger pump body—looks bigger, primes easier . . . plus all that "Rapidayton Champion" means . . . at NO INCREASE IN PRICE!

Faster, easier installations! Exclusive, "Quick-Connect" flange unit speeds connections with plastic or steel pipe—saves time, work and money. Just slide pipe into pump—tighten two bolts—get a fool-proof hook-up. Brass inserts for plastic pipe (included with pump at no extra cost) eliminate adapters and clamps.

True convertibility! Same ejector works on shallow or deep (4" or larger) wells. And you can get low-priced models with "Quad-Volute" design and other quality features for 82% of the jet pump market: Both $\frac{1}{3}$ and $\frac{1}{2}$ H.P. sizes in "package" systems, vertical tank systems, pumps only. Single-pipe deep well models, too.

Full trade discounts. Call your Rapidayton wholesaler today or write for his name and address.

Rapidayton

THE DAYTON PUMP & MFG. COMPANY
DAYTON 1, OHIO



Do-It-Yourself Show Attracts Large Crowd in Oklahoma City

RETAILERS WILL reap the most benefit from a Do-It-Yourself show wherever it is held and they, rather than wholesalers, should support such a show by participation as exhibitors, in the opinion of W. E. (Gene) Smith, president of the Oklahoma Hardware Co., of Oklahoma City, Okla.

The firm participated in a Do-It-Yourself show in Oklahoma City, May 16 through 23 inclusive, that was highly successful from most viewpoints with 126 exhibitors and attendance of 38,737 for the eight days. This attendance figure included the 126 exhibitors and their staffs, but public attendance was at the rate of 50 cents per head.

Smith reported that his firm occupied six booths provided with complete arrays of power and hand tools, paint and floor coverings. The company gave away through retail dealers, a \$44.95 power saw, a \$44.95 hedge trimmer and a \$24.95 drill.

Commenting on the show, President Smith said:

"Since our sales policy does not include serving consumers, our efforts were directed entirely toward support of our customers, showing of various lines and

demonstration of power tools on behalf of customers.

"We understand that retailers who had display space were highly successful in selling merchandise. One lumber company sold in excess of \$4,500 worth of weather vanes alone, while a camera store sold \$3,800 worth of camera equipment.

"It is our opinion that the greatest good to be derived from a show of this type is through the participation of retailers and that the good accomplished by a wholesaler's participation, such as ours, is so intangible that it is difficult to measure the value."

Indication that disappointment of this wholesale firm might be deeper than suggested by the words of Smith is the fact that in advance of the show a bulletin circulated to salesmen by Harry Wilcox, merchandise manager, said "it is anticipated that this show will draw up to 100,000 people during the eight days." In these bulletins, salesmen had been urged to prevail upon retailers to attend and get their customers to do likewise.

The Oklahoma City show was sponsored by the Oklahoma Pub-

lishing Co., publisher of both daily newspapers, "The Oklahoman" and "Times," and reading space devoted to the promotion was lavish in both papers. Hours of the show were 1 p.m. to 10 p.m.

In addition to reading matter daily in both newspapers, the "kick-off" was featured by a special Sunday supplement. The publishing company added to the promotion by bringing Steve Ellingson, designated as the original "do-it-yourself" man and Ellingson commented in a column in "The Oklahoman" on the fact that he brought along Jane Russell and Connie James.

Ellingson, who was present for most of the show, noted the people who were interested from many walks of life, from the poor who sought a means to economize in getting what they wanted, to a priest who sought ways to occupy a dozen problem boys he had with him.

One oil man, Ellingson reported, placed an order for \$5,000 worth of tools, and Ellingson added, "He was going to do his own carpentry in a big way. I thought to myself how much better off he would have been had he started with a smaller collection and added to it as his knowledge of tools increased."

The show also featured a color film on interior decorating, supplied by "Better Homes and Gardens," and a three-a-day appearance of the comedy trio, "Willie, West and McGinty," the confused carpenters.

U. S. Expansion Bolt Opens Atlanta Warehouse

U. S. EXPANSION Bolt Co., York, Pa., has announced the opening of a new warehouse located at 225 Moore St., S. E., Atlanta, Ga.

The new warehouse facilities which will be under the supervision of George Doll, district manager, will serve the states of Georgia, Florida, Alabama, Tennessee, Mississippi and Louisiana.

(Continued on page 18)

PETERS

means

SALES

Heavy advertising behind
PETERS "High Velocity"
ammunition will pay off
in extra sales for you!
Get your share — stock and
display the entire line.



Peters

sales

PACKS THE POWER

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



Ficken Named to New Post by RB&W

RUSSELL, Burdsall & Ward Bolt and Nut Co., of Port Chester, New York, announces the appointment of George J. Ficken, Jr., as assistant general sales manager.

Formerly salesman for the company in New England and New York, Ficken also has served in various executive positions. Before his recent appointment, he was assistant office manager of headquarters in Port Chester.

Greenshields Named V-P of Fasteners Institute

DONN D. GREENSHIELDS, executive vice-president of National Screw & Manufacturing Co., Cleveland, Ohio, has been elected vice-president of the Industrial Fasteners Institute, national association of manufacturers of headed and threaded products in the United States.



D. D. Greenshields

The vice-presidency of the Institute is the highest elective office open to members, and is awarded in recognition of outstanding service to the fastener industry. Greenshields becomes the second National executive to be so honored, the first having been the late Charles F. Newpher who also preceded Greenshields as executive vice-president of the company.

A "Sammy" for Schwartz



Marvin Schwartz, North and South Carolina representative for Slaymaker Lock Co., receives a "Sammy" from General Sales Manager Fred A. Williams, for outstanding performance in campaign on brass house numbers. S. R. Slaymaker II looks on

James H. Ewing Passes in Corpus Christi, Tex.

JAMES H. EWING, 68, former president of the Texas Hardware and Implement Association, died on May 19 in a Corpus Christi, Texas hospital where he had been under treatment for several weeks.

Ewing was formerly in business in Alice, Texas in partnership with James A. Hill, also a past-president of the association. This partnership was dissolved some years ago and Ewing operated independently in Alice in the hardware business. Eventually, he sold these holdings and had been engaged in oil development when hospitalized.

In October of 1946, Ewing was elected to the board of directors of the National Retail Farm Equipment Association and represented the Southwest District until his resignation in 1948.

Kornegay Represents McKinney Mfg. Co.

EDWARD G. KORNEGAY is now sales representative in North and South Carolina, eastern Tennessee and Georgia, with the exception of metropolitan Atlanta, for the builders hardware made by McKinney Manufacturing Co., Pittsburgh. His headquarters is Charlotte, N. C.

Kornegay has been in the hardware business in the Memphis, Tenn., area for 15 years. Most of this time he was in the builders hardware department of Best Hardware Co., Memphis.

In 1953, he was accepted as a
(Continued on page 20)

B. F. Gladding Sales Conference



Sales representatives of B. F. Gladding & Co., Inc., assembled for a three-day meeting recently at the company's plant and offices in South Otselic, N. Y. Sample fishing lines, built by a specially geared factory production team to the specifications suggested by the salesmen, were tested by the group in the Otselic River

INDUSTRIAL PLIERS by CRESCENT

INDUSTRIAL PLANTS everywhere, especially in the Electronics field, will save in production time and tool cost with these new Crescent Pliers. The "SC" type pliers have plastic "CRESTOGRIP" handles — tough and long wearing yet soft and comfortable to the hand. Designed especially for assembly line workers, a light spring be-



No. 20 — 5" SC

FLAT NOSE PLIER with Spring and Crestogrip Handles. Knurled jaws for firm grip.



No. 22 — 5" SC

SHORT CHAIN NOSE PLIER with Spring and Crestogrip Handles. For fine work.



No. 942 — 4" SC

DIAGONAL CUTTING PLIER with Spring and Crestogrip Handles. Also made in 5 in. (942 — 5" SC) and 6 in. (942 — 6" SC) sizes. Keen, long lasting cutting edges.



No. 1033 — 6" SC

LONG CHAIN NOSE PLIER with Spring and Crestogrip Handles.

tween the handles holds the plier open, ready for action, while a "color key" system quickly identifies the type. All flat nose pliers have red handles; chain nose pliers have green handles, and cutting pliers have orange handles.

"LONG REACH" type pliers have BOX JOINTS of improved design which will never loosen thus insuring smooth, easy action. Crescent electronically-controlled hardening guarantees positive grip and long, useful life.



No. 1035 — BOX JOINT LONG REACH DUCK BILL PLIER. Overall length, 8 in. Nose length, 1 1/4 in. Sure grip.



No. 1036 — BOX JOINT LONG REACH CHAIN NOSE PLIER. 8 in. long with 1 1/4 in. nose. Forms loops and bends easily.

CRESCENT TOOLS

Give Wings to Work

*Sign of the Artisan
Symbol of Excellence*

®



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by **CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK**

member of the American Society of Architectural Hardware Consultants. In the same year he assumed complete charge of the Best Hardware Co. contract operations.

Gladding Representative Appointed for Southwest

B. F. GLADDING & Co., Inc., fishing line manufacturers of South Otselic, New York, announces the



Elmore L. Finch

appointment of Elmore L. Finch, of Dallas, Texas, as representative. His territory will include Texas, Arkansas, Oklahoma and Louisiana.

Johnson Mower Corp. Appoints Three

ALLEN MOORE is one of three new additions to the managerial staff of Johnston Lawn Mower Corp., Brookhaven, Mississippi. He was formerly in charge of time study, methods and estimates at R.P.M. Manufacturing Co. and will set up a similar department at Johnston, according to Plant Manager T. E. Conors, who announced the appointment.

Conors also announces that Don Owens will be in charge of engineering and plant tooling for Johnston. Owens is a graduate engineer and has had many years experience in the field of design engineering.

Ed Nolan has joined the John-



Allen Moore



Don Owens



Ed Nolan

ston staff as director of advertising and sales promotion. He will be in charge of planning and executing Johnston's expanded 1955 sales promotion and advertising program. Nolan was formerly in charge of sales promotion with R.P.M. and brings to Johnston a wide background and experience in the field of sales promotion and advertising. The announcement of Nolan's appointment was made by Roger Nelson, director of sales for Johnston.

Stanley Makes Change in Texas Sales Territories

A RECENT CHANGE in Texas sales territories has been announced by Carl S. Bauman, assistant general sales manager of The Stanley Works, New Britain, Conn. In order to obtain more concentrated coverage and give better service, the state of Texas has been divided into two separate sales territories. C. Earl Stafford will continue to travel the southern half of Texas while John E. Lindroth will call on the accounts in the northern half.

For the past 18 years, Stafford has covered the entire state of Texas. In 1951 Lindroth was assigned under Stafford to assist him in promoting the sale of Stanley hardware and to extend good will throughout the territory.

Born in Refugio, Texas, Stafford moved to San Antonio and worked for Sam Speir Hardware Co. from the time he left school until joining The Stanley Works in 1936.

Stafford and his wife are residents of San Antonio.

Lindroth came to Stanley in 1949 and after receiving his factory training joined Stafford in Texas. Born in New Britain, Conn., Lind-



John E. Lindroth

roth attended Hillyer College in Hartford, and during World War II spent three years in the Pacific area in the submarine service. He and Mrs. Lindroth make their home in Dallas.

Wright Steel & Wire Sales Manager Retires

G. F. WRIGHT Steel & Wire Co., Worcester, Mass., announces the retirement of James Barber, sales manager.

Barber began his career with
(Continued on page 22)



all purpose

IT'S NEW!

IT'S ALL-PURPOSE!

IT'S FOR SALT WATER!

IT'S FOR FRESH WATER!

- *Level Wind*
- *Removable Line Guide and Worm*
- *Self-lubricating Bearing*
- *Gear Ratio 3 to 1*
- *Line Capacity: 100 yds. 27 lb. test line*
- *Retail Price: \$12.00*

OCEAN CITY MFG. COMPANY

"A" and Somerset Sts., Philadelphia 34, Pa.

SOUTHERN HARDWARE for JULY, 1954

#940 OCEAN CITY
"TOPSAIL GENERAL"



See your jobber today!
Write for free 1954 catalog, Dept. M7

Wright Wire Co., of Worcester and Palmer, Mass., previous to the merger of that company with Clinton-Wright Wire Co. (1920), later Wickwire Spencer Steel Corp. Nine years after its organization, he became associated with G. F. Wright Steel & Wire Co.

Barber plans to spend his summers at his lodge in Greenfield, New Hampshire, and winters at his Florida home.

Lee Watson Passes in Brownwood, Texas

IN THE DEATH in early May of Lee Watson, long-time active head of the Weakley-Watson hardware business in Brownwood, Texas, the hardware industry of the Lone Star state lost one of its best-known and most colorful figures. He was 90 years of age.

Mr. Watson joined the Brownwood firm in 1893 and was in active charge of the business until a few years ago when he started to turn the direction of the business over to his son, W. Lee Watson. Today, as it has long been, the business is primarily wholesale. But some 25 years ago, when the retail end of the business was of more importance, Mr. Watson was for many years a director of the Texas Hardware & Implement Association.

Sherrill to Head Olin Electrical Div. Sales

NELSON B. SHERRILL, of Bloomfield, New Jersey, has been appointed sales manager of the Electrical Division of Olin Industries, Inc., R. A. St. Clair, general manager, announces. Sherrill will have offices at the division headquarters in New Haven, Conn.

A native of East Orange, New Jersey, he was graduated from the Wharton School of Finance and Commerce of the University of Pennsylvania in 1925. He began his sales career with the Johns Manville Sales Corp. in New York City. In 1944 he left his position there as general sales manager of the Home Insulation Division to become general sales manager of



Nelson B. Sherrill

the Radio, Phonograph and Television Division of the Magnavox Co., Fort Wayne, Indiana.

He joined the Georgia-Pacific Plywood & Lumber Co., of Augusta, Georgia, as sales manager in 1948. In 1949 he returned to New York to join Weisberg-Baer, a building materials firm, as vice-president in charge of sales, the position he held when he joined Olin.

Dallas Warehouse Opened by Portable Electric Tools

PORTABLE ELECTRIC Tools, Inc., Chicago manufacturer and Ralph E. Russell, Dallas, Texas, manufacturer's agent, announce the

opening of a warehouse at 4319 Belmont Avenue, Dallas, which is also the address of the Ralph E. Russell Co.


The announcement by Russell said the warehouse would provide an added convenience for dealers in the "PET" line of electric tools, saws, grinders and related items. He added:

"A complete stock of 'PET' products, including accessories, Wall Shop Kits and a wide assortment of attachments to broaden the use of the conventional electric drill, is being maintained to serve the emergency needs of accounts promptly and efficiently without the penalty of added cost for warehouse service. It is felt that this added service will prevent the loss of sales due to stock limitation, frequently suffered by the electric tool dealer, and will enhance distribution considerably. Stock management and shipping service is being provided and billings on all purchases will be made by the factory, as in the case of direct shipments from Chicago, and all warehouse deliveries will be made on an FOB Dallas basis.

"In connection with opening of the new Dallas warehouse, Portable Electric Tools recently appointed the Beckman Tool Rental and Supply, 4234 Harry Hines Blvd., Dallas 19, as factory authorized service station for the Southwest area. Complete parts and repair service, including warranty, will be maintained."



New front auto tags at Collierville, Tenn., identify the town as the "Home of the Wonder Horse"—a hobby horse, manufactured by Wonder Products Co., that has become the town's biggest industry. Proceeds of tag sales go to local civic club project



To help you sell
a complete line
of fasteners

REPUBLIC MAKES OVER 20,000 SHAPES and SIZES

More than 20,000 regular items of headed and threaded products are made and stocked by Republic. They are made from the highest quality carbon and alloy steels, on modern machines and equipment, under rigid control at every step of production.

Republic headed and threaded products are always uniform, easy to assemble, tough and strong to withstand shock and vibration.

You can count on Republic for a wide range of bolts and nuts to satisfy your customers' requirements.

REPUBLIC STEEL CORPORATION

Bolt and Nut Division • Cleveland 13, Ohio

Plants at Cleveland, Ohio and Gadsden, Alabama

GENERAL OFFICES • CLEVELAND 1, OHIO

Export Department: Chrysler Building, New York 17, N. Y.

**REPUBLIC
BOLTS AND NUTS**



Other Republic Products include Woven Wire Fencing, Barbed Wire, Fence Posts, Bale Ties, Pipe, Sheets, Roofing, Nails and Staples

.....> **SELL THE FENCE**
THAT HELPS YOU SELL!

.....> **DIXISTEEL**

TRADE MARK



Dixie Farmers and Ranchers know about DIXISTEEL Fence because they read about it regularly in Southern farm and ranch publications with combined circulations of 702,859 a month!

DIXISTEEL Barbed Wire and Staples are also featured in these advertisements which urge farmers to ask you—their dealer—for DIXISTEEL products.

It will pay you to make your store headquarters for DIXISTEEL products and cash in on this advertising that is published to help you sell.

**THE SIGN OF
QUALITY**

You can sell DIXISTEEL Fence with confidence. It is made from top-quality steel, heavily galvanized for long life and priced right.



MADE ONLY BY THE

ATLANTIC STEEL COMPANY

P. O. Box 1714

ATLANTA, GEORGIA

EMerson 3441



At a regular meeting of the store's home workshop club a factory representative explains uses of a do-it-yourself material. Small card, below, is used to invite interested persons to club meetings.

WE INVITE YOU AS A GUEST —
TO ATTEND OUR NEXT REGULAR
MEETING OF THE
Covington Home Workshop Club
MEETINGS ARE HELD ON THE
3rd Thursday of each month at 8 p. m.
At Zimmer Hardware Store
537 Pike Street
Covington, Ky.
FOR FURTHER INFORMATION
CALL HEMlock 4741

**They built power
tool sales with a**

Home Workshop Club

VOLUME SALES of power tools depend upon the amount of interest that can be aroused in the home workshop craftsman, or hobbyist, to make more and better things. As he strives to match professional skill, he depends more and more on power tools to attain perfection.

This theory was recognized about 15 years ago by Charles Zimmer, Jr., who with his brother, Bert, operates the Zimmer Hardware store in Covington, Kentucky. At that time Charles Zimmer began to organize the Home Work-

By William Bottenhorn

shop Club as a means of promoting power tools.

Believing price would be an important factor, he mistakenly stocked a low-priced line of power tools. Complaints from members of the club and their willingness to invest in better tools convinced him that it would be more profitable to stock a carefully-selected quality line.

Zimmer makes a portion of his

storage room available for the monthly meetings of the club which has an attendance ranging from 15 to 25. The number depends upon the appeal of the plans for the announced meeting. A given meeting for example might feature a talk by a factory representative who is well equipped to demonstrate his particular line and who presents how-to-do-it ideas. These instructive demonstrations, arranged by Zimmer, are not limited necessarily to power tool demonstrations but are in line with the popular do-it-



Charles Zimmer, Jr., (third from right) takes advantage of do-it-yourself demonstration to pick up helpful information for future sales



Ordinary wood working plane is used to demonstrate that aluminum can be fabricated without injury to the wood working tools

yourself trend. Anything from sanding and refinishing floors to intricate operations of a power tool may be discussed.

The meeting date is a fixed day—the third Thursday of the month. Post cards announcing the feature demonstration are mailed to the members as a reminder of the meeting. Zimmer advises making reservations well in advance of the meeting date to avoid conflicting schedules.

The major advantage of the workshop club is that it brings together a group of men who have a mutual interest and pride in their handiwork and who are eager to learn new developments and improvements. They exchange ideas freely at the meetings and often bring along a finished product to point out the advantages gained by the use of a certain tool.

Competition in workmanship is keen and whenever members see that an additional power tool, or an additional attachment, improves their work, sales follow quickly. One of the club members claims to have \$3,000 invested in his workshop and the claim is verified by Zimmer.

The club serves as a clearing house for novel, yet practical ideas for ways of doing things with power tools. Zimmer finds that the information he gathers at the meetings helps him in selling power tools to a customer who is not a member of the club. He recognizes the fact that all power tools in careless hands can be hazardous. "They are not toys," he emphasized, "and whenever possible, we discourage the sale of them for children to use. In warning parents of the dangers, we win their good will."

In Zimmer's opinion, the club

meetings lead to better informed salesmen. They are able to see the versatility of power tools and accessories. Their attendance at the meetings, too, is an inducement for the manufacturer to have a person who is well qualified to demonstrate his product. Questions which the members ask give Zimmer and the salesmen an inside knowledge of the product which they might not get otherwise. The questions are from a practical standpoint and may be of a nature that the salesmen ordinarily would have difficulty in answering.

A striking example of knowing, and actually showing, what a power tool can do was demonstrated at a recent club meeting when a factory representative put a power sander through a series of prac-

(Continued on page 44)



Regardless of the outcome of this demonstration by Zimmer, prospect will receive invitation to Workshop Club meeting



Members gather for meeting. H. W. Johnson, club president, is shown in center wearing plaid shirt and bow tie; Zimmer is at extreme right

Southern dealers report that "Competition Gets Rougher"



With more and more retail outlets handling hardware products southern hardware dealers are finding competition at the keenest point in the post-war. A majority of southern dealers are gearing sales programs to compete more effectively

Never before have independent hardware retailers had so many competitors selling hardware products. In this survey southern dealers list chief sources of competition and tell what they are doing to meet this competition successfully

WITH AN INCREASING number of outlets now selling hardware products, competition faced by southern hardware retailers has reached its keenest point in the post-war period. With other types of business adding hardware departments, with discount houses springing up throughout the nation and with many types of "wholesalers" selling direct to the consumer, this competition has stiffened particularly in recent years.

However, a majority of southern dealers are taking positive steps to improve their competitive position, and, in turn, win their share of the consumer's dollar.

This was revealed in the results of a survey conducted recently by SOUTHERN HARDWARE among a large number of dealers in the 16 southern and southwestern states. Virtually all dealers participating in the survey indicated that competition has increased, and a majority are just as certain of the sources of their strongest competition.

As their replies disclosed, competition confronting hardware dealers currently comes from many sources. Chain stores were listed by 27 percent of the reporting dealers; 20 percent mentioned grocery stores; drug stores were listed by 13 percent; while 12 percent indicated "other hardware stores." Seven percent mentioned (bitterly) the competition that comes from wholesalers selling at retail; four percent listed filling stations and discount houses, while building supplies dealers and co-ops each were mentioned by three percent of the reporting dealers. Other sources of competition, listed by a negligible percentage in each case, included department stores, premium stores,

appliance stores, variety stores, and factory-owned retail stores. One dealer summed up the situation bluntly: "Competition gets rougher every day."

While the rise of discount houses in the larger towns and cities has been the cause of much concern among independent retailers, this source of competition did not figure prominently in the results of the survey. At this time discount houses are not wide-spread in the smaller southern towns.

However, a number of dealers mentioned that their retail customers have received catalogs from out-of-town "wholesalers" making available merchandise at cut prices. Commenting on this
(Continued on page 38)

**Southern Hardware
TRADE SURVEY**

Keeping Ahead of the Chains

By John B. Robertson

Sales Manager
R P M Manufacturing Co.



"I am interested in seeing independent dealers take an interest in advance ordering, good product knowledge, and good product promotion," says the author. He knows their value, having had many years of experience with a leading chain store organization in both buying and sales capacities. The accompanying article is based on his intimate knowledge of chain store operations

MANUFACTURERS HAVE a good opportunity to compare chain store and independent dealer operations from the sidelines. Many of our products are sold through both types of outlets; and we can watch closely the type of overall job independents and chain stores do in promoting these products.

In planning sales and promotional programs, manufacturers must analyze this performance in order to come up with a program which will meet the requirements of both types of outlets. We must also consider their operating methods along with their sales programs in this planning. Such an analysis can be very revealing.

Unquestionably, the independent dealer can and, in many cases, does a much better job with the products of many manufacturers. However, in working with these

dealers, it is apparent that many do not realize the advantages they have over the chain store type of operation and many are not using all of the assistance they can get from their manufacturers. Because they are not aware of these advantages, many dealers are not capitalizing on them for increased sales. In addition, there are some operating and merchandising procedures used by the chain stores which could be easily adopted by many independent dealers for improved sales. This is particularly true on many seasonable lines.

The independent dealer must put his efforts on those phases of his activities to which his operation is more suited than that of the chain store; and in many cases, he would be wise, also, to adopt some of the simple principles of chain store operation.

Let us look at some of these advantages which the independent dealer has over the chain store and see how he might best capitalize upon them. Many dealers may already realize some of these points, and, of course, many of them are not new in a discussion such as this. Many more dealers are aware of these facts than are making use of them.

Easily rated as the number one advantage of the independent dealer is the fact that in most operations *the owner, or at least a person with an interest in the dealership, is taking an active part in its day-to-day operation.* Here is a retail store where a person directly connected with the purchasing and promotional planning is also in a close position to his personnel and customers.

What an advantage for the good organizer and promoter to be able to see seasonal changes when they

take place, spot good-moving items while they can still be capitalized upon, and talk to customers and analyze their needs while orders are being placed! No authority is needed "from the home office," for example, to change displays and put emphasis on power mowers and garden equipment if a sudden weather change has the neighborhood out in their yards. A quick Friday ad in the local paper can also be arranged to get the jump on the chain that is totally unprepared for such a quick change in customer interest.

What a difference this is when compared to the chain store!

The home-office buyer for a chain often has never sold to the consumer and does not realize many of the problems connected with retail selling at the sales floor level. This buyer usually has no quick contact with his sales people in the stores. For example, a new product will take time to sample, whereas the independent can get it out in the store and have an idea of its appeal to his market in a day. Often, too, the chain store buyer has never used many of his items and really cannot judge them from a customer's standpoint. The promotional planners for a chain must work months in advance on their advertising and store promotions and usually cannot adapt them to changes in weather, customers' buying habits, new products, etc.

The independent dealer is also much closer to his sales personnel and is therefore able to keep them much more interested in the day-to-day success of the business and to take advantage quickly of their reports on sales trends and the popularity of various products with the customers. The sales peo-



Chain stores, because of buying methods, cannot tailor stock to local demand as easily as independent dealer

ple in a chain operation often have no contact whatsoever with those who are planning the operation of the store or buying the lines.

Too much cannot be said about the advantage the independent dealer often has in his knowledge of his community. Often times, even in and around larger metropolitan areas, the independent dealer is located much closer to the residential section of the community and becomes familiar with his customers and their buying habits. The chain store buyer cannot possibly be familiar with all the communities in which his stores do business.

By necessity, the lines of merchandise carried by chain stores are determined by what is best for the chain as a whole, and only a very limited amount of stock tailoring is possible for each individual outlet. Many items with great sectional demand must be omitted because of the few stores interested. Promotions that are planned on traffic items, and sometimes even on specialty items, must be planned on those items which will be carried by all outlets and have good average demand.

Independents, on the other hand, can include in their promotional plans items of local demand which are often much more successful in bringing traffic into the store. The independent dealer can be on constant watch for items popular in his community and can many times include in his stocks items

of local manufacture or popularity and promote them to give his store a reputation for having planned its lines to suit the community's needs. By the same token, the independent hardware dealer can eliminate items which have little or no sales demand in his locality. Through constant attention he can keep his inventories more balanced to his actual sales requirements.

It was not so very long ago that one of the large chain operations discovered a store displaying roller skates, although there were no paved streets or sidewalks in that particular town. Roller skates had simply been a mandatory item for all sporting goods departments of the firm, and this store for some time had been using valuable floor space to display an item which had no sales possibilities.

We have all come across items of limited distribution that some independent dealer has used to build up quite a following for his store. In one community I have in mind there are several such items. One is a special type of upholstery cleaner. Another is an unusual type of flower bed cultivator. While another dealer has built quite a reputation with the local "do-it-yourself" folk by always being the

"The independent dealer must put his efforts on those phases of his activities to which his operation is more suited than that of the chain store; and in many cases, he would be wise, also, to adopt some of the simple principles of chain store operation"

first to stock any new products which are announced for the "around-the-house" handy man.

Many independent dealers have complained about the "low-priced" "private brand" items chain stores are pushing in many lines and the great amount of emphasis chains place on cut prices in their advertising. Surveys have proved that customers prefer to buy established brand merchandise and are greatly influenced by national advertising of these brand names. More often than not, the chain is successful with its private brand line simply because it did a better selling job on the customer.

National brand merchandise is an advantage if the dealer knows the product and knows how to sell it. Cut-price ads are traffic builders, not profit makers. Often they are losing propositions which are designed to draw customers for other merchandise. There is no such thing as something for nothing; and good product knowledge

(Continued on page 46)



"Do-It-Yourself" enthusiasts are

Boosting Builders Hardware

In little more than three short years this firm built annual sales of over \$100,000 in builders hardware. Here's how they did it

A \$100,000 ANNUAL volume from sales of builders hardware would be an excellent record under any circumstances. It is particularly noteworthy in the case of the Silver Spring Building Supply Co., for these hardware dealers, operating in the Maryland city of the same name, "started from scratch". They took on lines of builders hardware only about three and a half years ago.

Vice-President George Hood has an explanation for the unique success of the line in his store; "Our town needed—and needed badly—just this kind of a hardware store, and we jumped in and supplied it."

Actually, the company has filled two large gaps in the construction and home repair needs in their area. From the first, builders and contractors welcomed the new line and hastened to fill orders there during the boom in residential construction that immediately followed World War II. More recent-

ly, the firm has increased still further the value of the line by offering unusual services to the large and growing number of homeowners who are comprising the new do-it-yourself market.

"Before we came along with our builders hardware department, builders and contractors had to go 10 miles into town, and when you're paying men at the rate of \$3.00 an hour to wait for materials, that increases labor costs considerably," Hood said. "We filled that need in our suburban area. We built up a diversified stock of essential and hard-to-find items, offering the customer a wide selection. We have, for example, 500 different types of wood screws, 80 different types of nails, and 150 types of hinges. We carry a \$2,000 stock of the so-called slow-moving items alone.



Well-rounded inventory of builders hardware valued at \$50,000 is maintained by firm. Above, salesman checks re-orders. Left, George Hood, vice-president, instructs trainee in selling various builders hardware items



"Secondly, we acquired the specialized knowledge that builders hardware calls for. Not only are we prepared to go over blueprints, taking off our builders hardware and making recommendations to builders, but to the amateur do-it-yourself enthusiasts, we can offer information on how to install items and make them work, as well as suggestions on construction problems.

(Continued on page 54)



old look . . .

Woodruff's *Streamlines*



gives way to the new . . .

SSTREAMLINING a store, without interrupting sales, to build greater sales is no small accomplishment — but employees of the W. W. Woodruff Co. can boast with pride that they did just that.

This Knoxville, Tennessee store was given a face lifting by its own staff. Their enthusiastic interest and earnest efforts increased the store's sales area and turned it into a virtual model of attractive

layouts and display ideas. Meanwhile, business went on as usual.

The problem at the outset was that more space was needed for paint and for staple hardware merchandise. It was decided that this problem could best be solved through the establishment of a well-lighted basement floor.

A stockroom for

paint occupied a portion of the store basement and some further excavation was necessary. Meanwhile, one carpenter worked full time at the task of remodeling counters and other fixtures which were designed and constructed in



• • • • •

All display fixtures were designed by store personnel and built in the store's own shop



➔
Among the departments which gained added space and improved displays, right, were sporting goods, gifts, major appliances and television department

➔
Though the housewares department was condensed, new arrangement afforded larger sales area and made possible more attractive displays of merchandise

the store at minimum expense.

W. H. Moffett, manager of the paint and hardware department, did virtually all the planning for his department, making his own sketches and scale drawings for the new basement floor. He designed the fixtures and had all counters made of gum plywood with stained finish. The fixtures were made in the store's own shop.

When the basement floor was finished, paint and hardware had nearly twice the space formerly

available, plus many more eye-catching displays.

Remodernization of the paint and hardware departments was the only one originally planned, but it was so successful that it started the ball rolling. Other departments throughout the store came in for streamlining.

As work progressed in various parts of the store, selling went on as usual. Work was done a little at a time so as not to interrupt sales.

A department head would send up his designs and measurements to the carpenter in the small shop, who would turn out exactly what was wanted and then move it down into place. Each counter was made for the kind of merchandise going into it.

However, an effort was made to provide uniform fixtures throughout the store. As an added convenience, fixtures were put on rollers, the idea being that if

(Continued on page 58)

Tool department in new basement floor utilizes fixtures made in store's own shop. Fixtures on rollers can be moved elsewhere in the store. Each counter or fixture was made for the kind of merchandise going into it. However, an effort was made to provide uniform fixtures. As work progressed in various parts of the store, selling went on as usual







In 12 years, from a very modest start, this hardware store developed an appliance business that now requires seven full-time commission salesmen

They geared growth to profits and made

Appliances Self-Supporting

By Baron Creager

PATIENCE, AND a policy of making the appliance department subsist on its own profits, have built a tremendous volume in major household appliances for Burge Hardware and Appliance, which operated strictly as a hardware store in Fort Worth, Texas, previous to 1941.

In that year Jack A. Burge, owner, took some distress appliances and personally sold them. He had no sales help, nor even any training in appliance selling.

Yet he found that he liked the appliance business, so he acquired a franchise and today there are seven salesmen, all operating on straight commission, and the annual gross volume in major appliances is 50 times greater than it was in his first full year in the

business of selling appliances.

"That seemed to me to be the only logical way for a hardware dealer to get into appliances—from a modest start," Burge commented.

"We started with nothing, practically. Then we had an appliance display in one corner of the hardware store. Now the appliance sales floor is almost half as big as

Above, appliances "paid their own way" out of a store corner into a large and attractive display on the sales floor. One model of each item displayed is set up for demonstrations. Right: additional merchandise is displayed on store's mezzanine



the total hardware sales floor and with a used appliance department and a mezzanine display, appliances actually occupy more space than hardware.

"But, during the 12 years that have elapsed since I took my first plunge in appliances, all growth and expansion has been geared to the ability to make a profit from appliances.

"Our appliance department did not grow and prosper. It was the reverse. It prospered and grew accordingly. As appliance profits permitted, there were proportionate expansions—and only as profits permitted.

"There have never been any floor plans in connection with our appliance department, never any short-term bank financing. Our appliance department is a solid and important part of the business because the department always stood on its own feet."

The experience of Burge indicates clearly that the success of a hardware store appliance department depends to a great extent upon three factors—location, service, and demonstrations, but not necessarily in that order.

Burge's location is suburban, being several miles from the downtown shopping district of Fort Worth and in a thickly populated residential region.

This, of course, does not eliminate competition for there is competition from every direction in the major appliance business. Furthermore, location would not deter prospects from seeking out the downtown stores if prices were the only consideration.

"My father operated the hard-



Sectional view of warehouse and used appliance salesroom shows specialization in washing machines



Owner Jack A. Burge took a 1918 washing machine in trade—it serves now as a good window display

Burge Hardware & Appliance Store is located in suburban shopping center of Fort Worth, Texas



ware store before me," Burge explained, "and the policy of our store has always been to render a service to the community. Over a period of years we have established a reputation for being of service to the people who trade here. Perhaps I should say, more appropriately, being of help to people. That is important in the appliance business, I have found.

"It is important, too, to have a good, recognized line of major appliances, one that can compete by reputation. That alone will not get the business, however, without a policy of being of service."

(Continued on page 56)



The 90-foot display extending along one wall of the store actually is located several feet out from wall of building. Behind display is ample area for storage of merchandise. Note that display is divided into three equal sections with aisles between leading to storage area at rear of display. Shelves for small items extend along lower edge of display

How they made effective use of

Wall Displays

WHILE FULLY recognizing the value of the latest innovations in display, owners of Richard and Kreuger Hardware company in New Braunfels, Texas, by no means underrate the value of wall shelves for displaying merchandise. In fact, this method of display is a major sales tool in this organization.

"When merchandise was first pulled from dark bins and displayed on table-top counters, that was a milestone in display. But we think there has been an improvement over that," said Ken Felder, manager of the business.

"When a customer walks into the store he's inclined to look around, not down. This happens almost invariably, for we've watched them. And although wall shelves in a modern store often are frowned upon as dust catchers, for obscuring merchandise and for being generally unhandy, still that does not alter the fact that the

average customer DOES look at the walls.

"And it would seem that table-top counters, to some extent, have 'lost their punch,' becoming so commonplace today that custom-

ers often look at them without seeing. We hardware men are somewhat to blame for this, because, too often, we have overloaded our table-tops with too

(Continued on page 60)

Island displays are used with good results for display of closely related merchandise. Store sold only small amount of gloves when they were displayed on counter. Displayed now with mason's tools, sales rate is a carton every two days



**"With name products, a broad inventory
and good promotion, you just can't miss,"**

says J. M. Lewter, TCI Dealer in Huntsville, Ala.

Mr. Lewter, who is one of the South's most successful fencing and roofing dealers, has some definite ideas on how to increase sales. Perhaps they will help you.

First, he believes, you've got to carry quality products . . . products that assure complete customer confidence and satisfaction. Mr. Lewter carries TCI fencing and roofing products *exclusively*. Not only does this assure ready customer acceptance, but it also facilitates handling and stocking, lowers freight and bookkeeping costs, and aids promotional planning.

Then you've got to keep a broad inventory of those products most commonly called for in your area . . . so that even large orders can be quickly filled out of stock. The customer should always be able to get just what he wants when he wants it.

And, of utmost importance, is good promotion. Mr. Lewter takes full advantage of TCI's radio and farm magazine advertising. Each broadcast and advertisement represents a direct plug for the dealer that carries TCI products . . . *if the local people know he carries them*. That's why it pays to display the USS Dealer Sign for all to see. And TCI offers a complete line of promotional mate-



rial for direct dealer use — product literature, signs and displays, farm building plans, envelope stuffers, and other sales aids.

Build *your* sales with a broad inventory of quality USS products.

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION
GENERAL OFFICES: FAIRFIELD, ALABAMA

DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON
JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

**USS AMERICAN FENCE
USS TENNESEAL V-Drain ROOFING**



UNITED STATES STEEL



New officers of the Alabama Retail Hardware Association are, left to right: J. Oviatt Bowers, Tuscaloosa, second vice-president; Morris Jones, Birmingham, managing director; C. R. Cranford, president, Jasper; A. C. Black, Alexander City, first vice-president; Rupert B. Watson, Atmore, national director, District Three

Alabama Convention

MEMBERS OF THE Alabama Retail Hardware Association met in Mobile May 16-18 for their annual convention.

C. R. Cranford, Jasper, was elected new president succeeding William L. Kline, Flomaton.

Other officers elected were: A. C. Black, Alexander City, first vice-president; J. Oviatt Bowers, Tuscaloosa, second vice-president; and Morris Jones, Birmingham, managing director.

Directors are: George F. Bailey, Montgomery; B. C. Cox, Opp; W. M. Dismukes, Pritchard; W. T. Wild, Evergreen; John Sandlin, Decatur; Silas Martin, Jr., Wetumpka; Leonard Housel, Gordo; B. F. O'Steen, Jr., Florence; Frank Ledbetter, Attalla; Guy Coplin, Guntersville; Bill Wittmeier, Oneonta; Irwin Kinney, Jr., Birmingham.

The convention voted to meet in Birmingham in 1955.

The program included the president's address by Mr. Kline and greetings from National Director Rupert Watson.

Charles M. Mapes, Jr., general manager of the Reynolds Sales Co., Louisville, urged the dealers to stay in step with the growing do-it-yourself trend and to equip

themselves adequately to meet customer needs stock-wise and advice-wise.

Lewis W. Rush, vice-president of Advertisers Exchange, Inc., New York, explained the advantages of a planned advertising program and the disadvantage of one-time advertising.

"Selling the Pyramids" was the topic of Charles P. Culp, regional sales manager, E. I. du Pont de Nemours & Co., Atlanta. He pointed out the merits of knowing the customer and what he needs.

Mueller Speaks

Russell R. Mueller, managing director of the National Retail Hardware Association, renewed the national association's campaign for clean competition and explained the steps being taken to assure it. In this connection, Mr. Mueller reported that the NRHA has employed William Gordon Mashaw, a former FBI official, to look into trade practices.

Dr. J. L. Brakefield, director of public relations, Liberty National Life Insurance Co., Birmingham, was speaker at the industry luncheon.

Other highlights were the president's party, bingo party and tour of Bellingrath Gardens for the ladies, and the annual banquet.

Southern Dealers Report Rough Competition

(Continued from page 27)

situation an Arkansas dealer said: "One of our biggest competitors is the mail order houses. Sears, of course, is our biggest, but we can combat them more than we can these houses which are set up as wholesalers and which mail catalogs to our customers. Customers will pass these catalogs around and we cannot combat this type business effectively. . . ."

Many dealers continue to protest against wholesalers selling hardware to other types of outlets. One dealer's comment is typical of the feeling here: "One of the problems today is that wholesalers are not sticking to their regular trade channels. They are selling hardware to service stations, grocery stores, drug stores and cabinet shops. So until they get back to their regular dealers the problem of special prices and sales will go on."

Despite such complaints it is apparent in the replies to question No. 2 that a majority of southern hardware retailers are experiencing their sternest competition from chain stores and mail order houses. This question asked: *What is your strongest competition?*

For a majority—56 percent—of the dealers answering this question chain stores are the most formidable competition. "Other hardware stores" were listed as the primary source of competition by 15 percent, while eight percent reported that their most serious competition comes from wholesalers selling at retail. Grocery stores and grocery wholesalers provide the strongest competition for five percent of southern hardware retailers while three percent of the reporting dealers in each instance listed as their strongest competitors: appliance stores, drug stores, discount houses and building supplies dealers.

Question No. 3 asked, *Do you have any trouble meeting price competition?*

For a majority of dealers, 63 percent, this is a major difficulty, and for an additional 13 percent is a problem at least on some lines.



ANOTHER SUCCESSFUL HARDWARE SELLING TEAM—RETAILER, JOBBER AND RUBBERMAID.
A. P. Wilking, Manager, St. Mary Hardware, Franklin, La.; Charlene D. Feske, Housewares Buyer, St. Mary Hardware; L. B. Williams, Jr., Salesman, Woodward, Wight & Company, New Orleans, La.

St. Mary Hardware in Franklin, Louisiana increases Rubbermaid sales 63% in one year



RETAILER SAYS: "Complete coverage of the line has made possible our continued increase in Rubbermaid volume. When we were stocking only a few items, our sales didn't even compare with our present volume. Rubbermaid's wonderful national advertising has made our customers Rubbermaid conscious. By stocking the complete Rubbermaid line, we are meeting our customers' varying demands."—Charlene D. Feske, Housewares Buyer, St. Mary Hardware, Franklin, La.



JOBBER SALESMAN SAYS: "Rubbermaid is one of my housewares lines that continues to grow in sales volume. We've stocked Rubbermaid since it first came out and our sales have grown steadily ever since. The first thing I do with a new Rubbermaid customer is to concentrate on a nice display. When Rubbermaid is well displayed, I never miss a week without good Rubbermaid orders."—L. B. Williams, Jr., Salesman, Woodward, Wight & Co., New Orleans, La.



RUBBERMAID SAYS: "Rubbermaid can pay off in sales and profits for you . . . because women everywhere want and need it. STOCK the complete Rubbermaid line . . . all items, sizes and colors. DISPLAY the complete line in a good traffic spot . . .

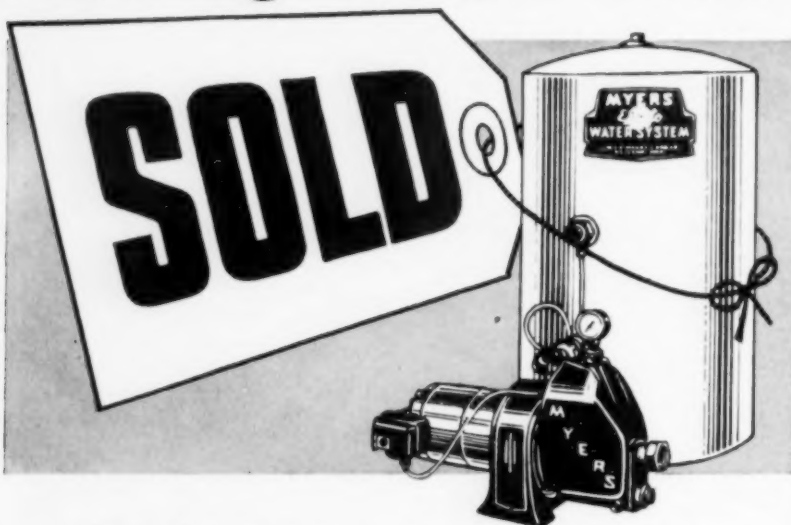
on the sales-tested Rubbermaid display unit. PROMOTE Rubbermaid in your local papers, in your windows . . . mats and banners are available. RE-ORDER often to keep your basic stock complete."

Are you realizing extra profits with Rubbermaid? If not, join Rubbermaid's successful hardware-selling team today. Call your jobber now! The Wooster Rubber Company, Wooster, Ohio.



Attractive, all-Rubbermaid window displays like this one create immediate sales jumps at St. Mary Hardware.

A sure sign of sales to come



Plumbing Supplies—Pipes, valves, elbows and lots of other fittings are needed to install every Myers water system. Sold as natural tie-in items, these extra sales bring extra profits. By promoting water system sales, you automatically boost sales in other departments.

Fixtures—Your Myers water system customer may be in the market for fixtures, too. Find out if he plans to use the extra capacity in his new pump for an additional bathroom or remodeled kitchen. It will be easy to sell him the sinks, faucets and other equipment he'll need for his home improvement project.

Appliances—Backed by consistent national advertising, Myers water systems are known for quality and preferred by brand-conscious buyers. These same consumers are your best prospects for other nationally known big-ticket items. Automatic washers, hot water heaters, dishwashers—all will operate at top efficiency where there is a dependable Myers pump to deliver plenty of water with plenty of pressure.



KEEP IN TOUCH WITH YOUR MYERS DISTRIBUTOR

Count on him for advice as well as service. His experience can help you in planning an effective related item sales program. He is a good man to know.

For full line quality More Buyers Buy Myers!

MYERS WATER SYSTEMS

THE F. E. MYERS & BRO. CO.
Ashland, Ohio



Twenty-two percent stated that, at the moment, they are having no difficulty meeting price competition.

A second part of this question asked dealers to list those lines which give them the most difficulty in meeting price competition.

Paint was listed by 15 percent of the reporting dealers; appliances by 13 percent, and plumbing supplies by 11 percent. Building materials were mentioned by 9 percent, hand tools by 7 percent; and steel goods, housewares, galvanized ware and "all hardware" by 6 percent in each case. Mowers and "heavy hardware" were mentioned in each instance by 4 percent of the participating dealers. Other products listed, but only by a small number of dealers in each case, included shelf hardware, farm supplies, electrical fixtures, sporting goods, and cabinet hardware.

Though a majority of dealers have sought help in solving this problem, few, according to their replies, have managed to obtain effective action on the part of their suppliers.

Question No. 4 asked, *Do you ask your sources of supply for help in meeting price competition?* A majority, 66 percent, indicated that they do ask or have asked for such help. However, results have hardly been impressive. Of this number 51 percent replied that they have received no help, while 21 percent indicated that they have received "fair" to "reasonably good" help. Other reporting dealers gave such answers as: "little cooperation"; "not much help"; "very little help"; "not too encouraging"; etc.

With competition coming from an almost unlimited number of sources, a majority of southern hardware retailers are taking steps to meet this situation. Following are some typical replies to Question No. 5 which asked, *What changes have you made to meet competition more effectively?*

Oklahoma—Meet their price.

Texas—Good service, quality merchandise and money-back guarantee.

Washington, D. C.—More careful buying.

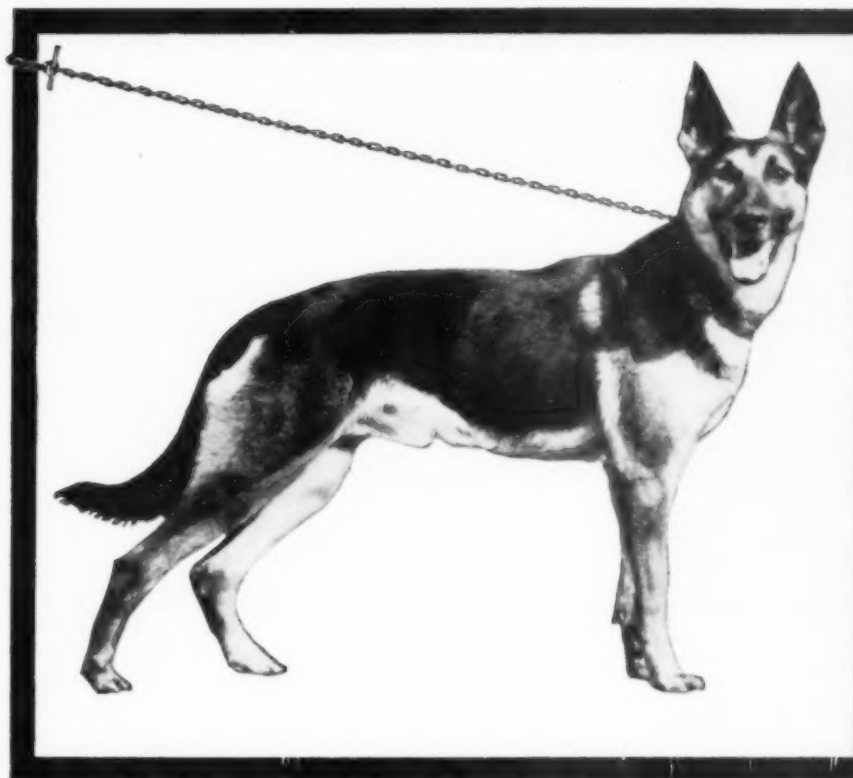
North Carolina—Buying locally and picking up to save freight.

Texas—Closer markup.

Kentucky—Try to meet the price.

Mississippi—Changing lines.

Texas—Do a better selling job. Capitalizing on the do-it-yourself



More and more
chain sales
are

**"GOING
TO
THE
DOGS"**

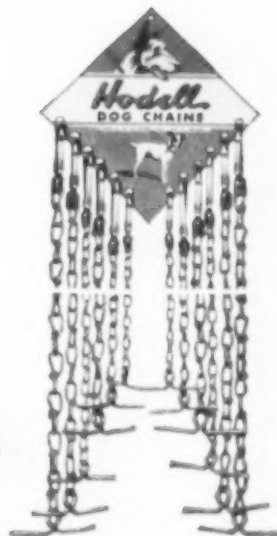
DISPLAY **HODELL DOG CHAINS** FOR YOUR SHARE

In every community . . . on the farm, in the suburb or in the city . . . the dog population is increasing. It's a ready market for Hodell Dog Chains . . . but you've got to display them so your customers will buy them.

Hodell Halter and Dog Chains come completely assembled, with steel swivel snap, ring and toggle. Packed 6 or 12 to a carton, according to size. You can also order Hodell kennel and exerciser chains, dog couplers, chain choke collars.

For complete information on the complete line of Hodell welded and weldless chains, ask your distributor or write for the Hodell Catalog.

Put this attractive Hodell Dog Chain display where your customers can see it. They may not want a dog chain when they come in, but they may be reminded that the neighbors are complaining about "Rover" roaming from home. Each display comes complete with 12 chains and 2-color metal display hanger. Assortments with attractive plastic handles in red, green and yellow also available.



HODELL CHAIN COMPANY, Cleveland 3, Ohio

Division of The National Screw & Mfg. Co.



Fasteners



Hodell Chains



Chester Hoists



A message to retailers

REVERE NO. 1. in the utensil field!

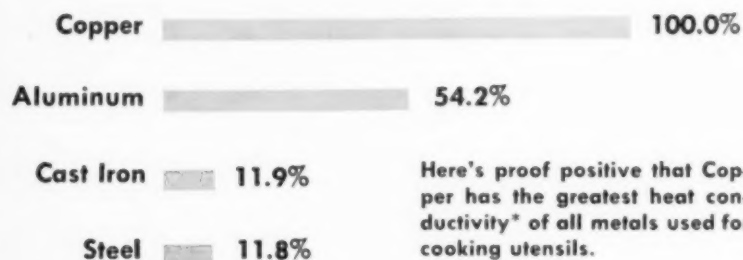
This is Revere Ware's 15th Anniversary Year. To thousands upon thousands of retailers Revere Ware's spectacular progress to the *Number One* position in the utensil field has meant substantial profits and customer satisfaction.

Copper *on the bottom* makes the difference . . . in consumer preference and your sales. Millions of users have recognized its cooking efficiency. Copper spreads the heat quickly and evenly across the bottom. (See chart below.) The heat then travels straight up through the food, confined in the stainless steel body of the utensil. You heat the food—not the kitchen. Revere Ware's thick copper bottoms are permanent. Won't melt off

or burn through. And stainless steel stays bright and clean—is always sanitary.

You, on the selling front, know and appreciate the fact that Revere Ware introduced most of the advances that have been made in cooking utensil design in the last 15 years. You are also well aware that millions of homemakers proudly display handsome Revere Ware on their kitchen walls—dramatic testimony to the fact that Revere Ware has revolutionized utensil design.

Naturally this tremendous success has invited imitation of the many valuable features originated by Revere. Yet today, Revere Ware is still The World's Finest . . . Number One in the Utensil Field.



*Taken at 100°C., the boiling point of water.

Source: Handbook of Chemistry and Physics—34th edition.

REVERE COPPER AND

Rome Manufacturing

ROME, NEW YORK • CLINTON, ILLINOIS

SOUTHERN HARDWARE for JULY, 1954

of REVERE WARE!

REVERE NO.1. in sales policy!

Revere has always been first in establishing progressive sales policies which provided big volume and good profits for its customers.

Revere Ware's Fair Traded Retail policy protects retailers in those states having Fair Trade Laws against unfair competition and guarantees a full mark-up.

There is no time limit on Revere Ware's unconditional guarantee against defects of workmanship.

Revere Ware properly displayed and promoted gives you greater volume, turnover and profit per square foot of floor space.

Revere Ware individually packed ready for delivery saves you time and money.

Revere Ware factories conveniently located in Rome, N.Y., Clinton, Illinois, and Riverside, California, assure prompt service and delivery.

By contract agreement, Revere pays half the cost (up to one full page per month) of all retailers' local newspaper advertising.

Counter and Window Cards, reprints of national advertisements, imprinted price lists and envelope stuffers are supplied free of charge.

Free electrotypes, glossy prints and mats for daily selling and seasonal promotions are available throughout the year.

The Revere Retail Lighted Display Unit X-100, available at a nominal cost, provides a lighted, traffic-building Revere Ware centre, to increase sales.

Trained Revere Ware sales specialists are available throughout the country to help retailers build attractive counter and window displays and plan effective, hard-hitting merchandising programs that increase volume.

Factory trained demonstrators will present active cooking demonstrations of Revere Ware in retail stores in every market area to build traffic and increase sales.

Revere has spent millions of dollars to pre-sell Revere Ware and continues to lead the parade in 1954 with—

Four-Color full-page and two-page spread advertisements to promote Revere Ware in the following national magazines:

LADIES HOME JOURNAL
MCULL'S
BITTER HERB AND LARSON'S
HOUSEWIFE
VORSEY

EXHIBITIVE FARMER
SUCCESSFUL FARMING
WOMAN'S DAY
WOMAN'S HOME COMPANION
FAMILY CIRCLE

Two-color advertisements for Revere Ware also appear in these national magazines:

TIME

NEWSWEEK

Action-packed, sales-impelling TELEVISION messages are featured on "MEET THE PRESS" over NBC-TV's national network.

BRASS INCORPORATED

Company Division

RIVERSIDE, CALIFORNIA

SOUTHERN HARDWARE for JULY, 1954



market.

Texas—Prompt service and complete stocks.

South Carolina—Using open displays, and wholesale painters, prices on paint. Everybody is looking for a discount.

Oklahoma — Mostly cut our profit.

Alabama — Selling competitive lines as well as quality lines.

Alabama—Quantity buying.

Arkansas—More aggressiveness in business.

Texas—Improved service, better lighting and display.

Texas—Cut our profit and try to get more volume.

Alabama—Display and advertising.

Arkansas—I mark my merchandise at a reasonable price and sell for a profit.

Texas—Better displays and more advertising.

Louisiana—Service.

Tennessee—Advertising.

Alabama—More extensive advertising and in certain cases cut prices—but with far too little sales results to justify the cost and effort.

Oklahoma—In some cases, cut prices.

North Carolina—Less profit on some lines.

North Carolina—Cut expenses.

Alabama—Modernizing.

Tennessee—We are considering a 5% ordering department.

Arkansas — Shop for better prices.

Louisiana — Advertise, maintain ample stock, meet competitive prices, courteous and considerate treatment of customers.

Kentucky—Cautious buying.

Texas—We are in the process of a complete remodeling. We are doubling our sales area and increasing advertising.

Georgia — Employed outside salesman.

Louisiana—Decreased TV and appliance inventory, sales and effort, and increased inventory, sales, and effort on hardware lines.

North Carolina—Better displays, salesman training, more advertising.

Washington, D. C.—Changed to brands not handled by discount houses.



Home Workshop Club Promotes Power Tools

(Continued from page 26)

tical demonstrations. "We received orders for over \$400.00 worth of power sanders that night on the strength of the demonstration," said Zimmer. "Of course, this was an exception. I learned a lot about power sanders that I never knew and this helped me close numerous sales."

For a recent meeting of the store's workshop club, a prominent manufacturer had a representative on hand to explain and demonstrate uses of aluminum as a building material to the do-it-yourself enthusiasts. A display containing aluminum tubes, extruded strips, accessories, and instructive literature had been placed in a prominent location in the store some weeks before the demonstration was held.

Eighteen members were present on this occasion. As the demonstrator began explaining the various uses for which the tubing was designed, questions started popping. Extruded strips for making storm windows had a particular appeal. The promise of do-it-yourself economies attracted some of the club members who had recently investigated prices of tailor-made aluminum storm windows.

GIVE YOUR CUSTOMERS WHAT THEY ASK FOR—IT'S BAD BUSINESS TO SUBSTITUTE

Name brands mean satisfaction to your customers, and money to you. Let your customers know they can get from *you* the brands they know and want. Why be content — or expect them to be content — with anything less?

The prestige and reputation of these makers' brands guarantee high standards of quality.

Brand Names Foundation

INCORPORATED

A non-profit educational
foundation

37 WEST 57 STREET
NEW YORK 19, N. Y.

Since 1888



QUALITY

has always created

VOLUME, PROFITS and GOODWILL FOR YOU!



The high quality of every Jackes-Evans product has always stood for dependable, efficient performance, long life, the most modern engineering and design and attractive appearance. All these provide money making sales advantages for you—assure continuing customer goodwill.

Hearth Glo GAS ROOM HEATERS

This famous non-vented heater has been a favorite seller for years. Beautiful designs, highly efficient performance. Various sizes and finishes.



Hearth Flo VENTED GAS CIRCULATORS

The newest and smartest addition to the J-E line. Distinctively different in appearance. In four sizes—from 20,000 to 60,000 BTU's. For all types of gas. Approved by the American Gas Association.



"ST. LOUIS
BLUE"

STEEL STOVE PIPE

Stronger, longer lasting, better looking. Made by J-E—the oldest manufacturer of stove pipe in America.



JEMCO WOOD HEATERS

Several styles—all of "St. Louis Blue" Polished Steel. A long time best selling item with long lasting, dependable performance.



JACKES-EVANS PRODUCTS ARE SOLD ONLY THROUGH ESTABLISHED WHOLESALERS

Order Your Requirements Now

JACKES-EVANS MANUFACTURING COMPANY
ST. LOUIS 15, MISSOURI

The success of the demonstration brought quick sales for Zimmer.

Membership in the club is promoted by means of an invitation printed on a small card and distributed by Zimmer or his salesmen to anyone showing an interest in power tools. Nominal dues are collected from the active members each month to defray incidental expenses and to provide for an occasional social gathering which takes place in a home workshop of one of the members.

Keeping Ahead of the Chains

(Continued from page 29)

and salesmanship will sell the name brand item. If this were not true sales of name brand items would not be what they are.

Service, or the ability to give service, is another big advantage at the disposal of the independent dealer.

The word service usually refers to the repair of products which the outlets sell. Actually, the Service Department which goes beyond

this point is the one that really can make the difference between an independent dealer and a chain operation.

Most big chain stores maintain a simple Service Department. The customer has a lawn mower. He brings it in. They repair it. The charge is so much. And that is as far as they go.

The independent dealer can easily set up a Service Department that really deals in services, as well as repairs.

With the great amount of "do-it-yourself" promotions now going on, the Service Department of a hardware store should be in a position to offer advice on plumbing, carpentry and general house repairs. This store in its Service Department should carry some types of tools, such as pipe-cutting and threading equipment, floor sanders, specialty tools, etc., which can be made available to customers, either for use in the store's shop or to be taken out on a loan.

The Service Department, in addition to repair work, should take on the responsibility of teaching customers how to use the products they buy. The serviceman should hold regular meetings with the

sales people to explain new items so that all personnel are capable of selling and "checking out" customers when an item such as a power mower is purchased. Often an offer to deliver the items and supervise their initial "trial run" or the offer of a demonstration will close a wavering sale.

We are constantly amazed by the number of retail sales people we meet who have not familiarized themselves with the items they are selling. It is a hard blow for a manufacturer to watch a sales person bungle a sale because of lack of knowledge of the product and then go on to agree with the customer that the product is no good. It happens every day, and it usually spells an end to that product for the season in that store.

On our own product customers should be taught simple servicing and maintenance of a power lawn mower. They will be much more satisfied with the product they buy and much more apt to return to the dealer for other purchases if they are completely satisfied. No customer will be as likely to be dissatisfied with a product that needs some small mechanical ad-

(Continued on page 51)

The customer is Right - when he asks for... GRIFFIN HINGES

When your customer asks for hinges—sell him the best—sell him Griffin. And when he asks for Griffin by name, you can be sure he's right. He has probably used them before and knows that the Griffin line of fine builders' hardware is a quality line... finest materials, expert craftsmanship, carefully finished and packaged.

The Griffin line is fast moving—bringing you greater volume and more profit.



THE B. S. ALDER COMPANY
45 Warren Street
New York 7, N. Y.

GRIFFIN



Every DOOR NEEDS THREE
MANUFACTURING COMPANY

ERIE • PENNSYLVANIA REPRESENTATIVES

WILBUR H. DAVIS
1639 W. Fargo Avenue
Chicago 26, Illinois

GEORGE A. GREGG
17134-n Wyoming Avenue
Detroit 21, Michigan
AUSTIN & EDDY INC.
115 Broad Street
Boston, Massachusetts

C. L. LEWIS
2450 17th St.
San Francisco 19, California
WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia
E. H. FARRAR
Room 22
2nd Unit Santa Fe Bldg.
Dallas 2, Texas

R. F. BEVERS
4524 East 40th Street
Seattle, Washington
L. G. FULLER
P. O. Box 112
Jackson 5, Miss.
HARVEY D. RUSH & SONS W. C. MEIBAUM & CO.
1638 Nichols Parkway
Kansas City, Missouri
5934 Oliveville Avenue
St. Louis 8, Missouri

H. C. GLOVER
2611 Garrison Blvd.
Baltimore 16, Maryland
ROY L. ROGERS
1620 Garfield Street
Denver 6, Colorado

WHAT'S BOOSTING BOKER TREE BRAND?



1. DEPENDABLE QUALITY
2. GENEROUS MARKUPS
3. REASONABLE RETAIL PRICES
4. STRONG NATIONAL ADVERTISING

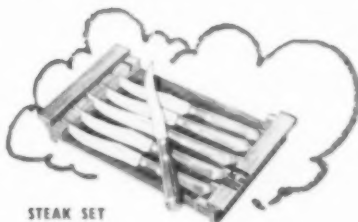
Yes, sir, BOKER has its own 4-Point Plan! **QUALITY** so dependable that the sale of any one item paves the way for future sales of other Tree Brand Cutlery. **MARKUPS** that give you a "reason why" for pushing BOKER. **PRICES** that cut sales resistance to a minimum. **NATIONAL ADVERTISING** in The Saturday Evening Post — 16,000,000 readers — that send 'em to you "lookin' and askin'" for BOKER Tree Brand.

WHAT A COMBINATION FOR PROFITS!



EASY "PINKER" SHEARS

Removable hollow-ground precision steel blades. Duraluminum handles. Lightweight, comfort-designed; sell the moment customers pick them up.



STEAK SET

An item women go for — every man wants. Handsome to look at... razor sharp, hollow-ground blades.



CARVING SETS

Sell them once, and you'll never carry another brand! Highest quality steel, curved to fit the hand. Genuine stag handles.



"SUBURBAN" TABLEWARE SET

Handsome, practical 24-piece Tableware set. Genuine Pakkwood handles, stain and burn resistant. Choice of box or plastic carrying case; slight difference in price.



POCKET KNIVES

Sell them once, and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



SCISSORS — SHEARS

Priced to sell on sight — at a good profit! Wide variety of sizes. Quality all the way.

See us at the
HOUSEWARES SHOW

Atlantic City

JULY 12-16

BOOTHS 136, 138 AND 140

ASK YOUR JOBBER TO SHOW YOU THE
BOKER TREE BRAND LINE
Catalogs Available on Request



H. BOKER & CO., INC.

101 Duane Street

Established 1837

New York 7, N. Y.

Your **FIRST** choice

Cream City

because it offers
the **BIG** choice in
GALVANIZED WARE
and **DAIRY UTENSILS**

For COMPLETE customer satisfaction, offer a COMPLETE choice. You can do that with CREAM CITY Galvanized Ware and Dairy Utensils. Only a few items are shown here—but actually, the Cream City line includes scores of items in a large variety of sizes. And, of course, whether it's a hot dipped pail ... a sheet metal garbage can ... or a bright tinplate dairy utensil, you'll find famous Cream City quality and design in every piece.



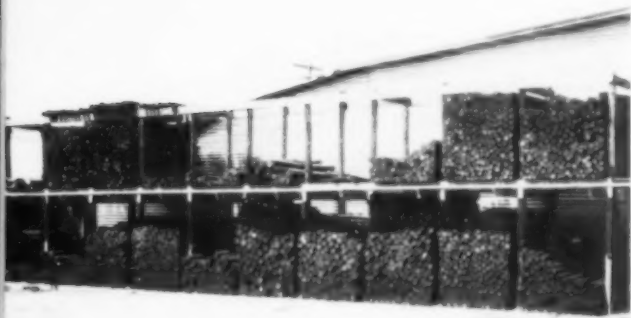
Manufactured by **GEUDER, PAESCHKE & FREY CO.**
1325 W. St. Paul Ave., Milwaukee 1, Wis.

Simple arithmetic sells **PRESSURE-CREOSOTED** fence posts

for T. J. Hughes Lumber Company,
Cushing, Okla.



T. J. HUGHES, JR., president, (right) and his brother, Hugh, secretary-treasurer, check figures on sales of pressure-creosoted products.



HERE is one of three racks of pressure-creosoted posts in the Cushing yard. T. J. Hughes Lumber Company operates three other yards in Oklahoma.

HERE T. J. Hughes, Jr., and a customer discuss the proper pressure-creosoted post for a fence job the customer is planning.

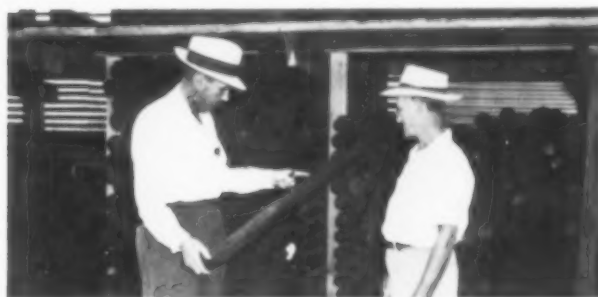
● When T. J. Hughes, Jr., president of the firm that bears his father's name, talks to a customer about pressure-creosoted fence posts, he gets pencil and paper and begins to figure. He shows the customer that a pressure-creosoted post costs about 40% more than an untreated post, but lasts four times as long.

"Simple arithmetic like that," Mr. Hughes says, "is making more and more farmers turn to pressure-creosoted posts." And sales of the Hughes firm bear out the correctness of this approach. Pressure-creosoted products account for about seven per cent of the annual sales.

In addition to this personal selling, the Hughes Lumber Company uses newspaper, radio and direct mail advertising to carry the story of pressure-creosoted products to their customers. And satisfied customers are good salesmen, too, for they pass the word to other farmers.

A complete stock of pressure-creosoted posts also aids sales. Posts are stocked in six and one-half, seven and eight foot lengths with diameters from two and one-half to six inches. The average sale is 100 posts.

In this same way, hundreds of lumber and building supply dealers are making pressure-creosoted products an important item in their profit column. Are you getting your share of this business?



MAIL THIS CARD TODAY—NO STAMP NEEDED

United States Steel Corporation
Room 4404, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name

Address

City

State



There's profit for you in
pressure-creosoted wood

Hardware dealers, lumber dealers and building supply houses all over the country are cashing in on the demand for pressure-creosoted wood products. If you'd like more information, send in the self-mailing card on this page. But first, turn the page to see the merchandising help available to you.

UNITED STATES STEEL OFFERS YOU

powerful merchandising help



"I expect my Pressure-Creosoted Fence Posts to last a good twenty years"



**SAYS Ben Catalina of
Clarksdale, Mississippi**

"Last year I used pressure-creosoted posts to fence in my pasture land. I haven't had to replace any of the posts, and I expect them to last for a good long time. I also used pressure-creosoted wood to make repairs in my barn and to put up a shelter over the water trough."

WHERE WOOD IS USED IN FARM CONSTRUCTION, BE SURE IT'S PRESSURE-CREOSOTED

SAVES YOU LABOR—Pressure-creosoted posts and poles are straight, smooth, easy to set. And they're available in sizes of various lengths and dimensions so that, whether you want pressure-creosoted wood for fences, pole barns, corrals, or any other type of farm building, you'll find a size that fits your needs exactly.

SAVES YOU TIME—Pressure-creosoted wood construction is trouble-free construction. Many farmers tell about installations of pressure-creosoted wood

which have required almost no maintenance to keep them in good shape for forty or more years.

SAVES YOU MONEY—Because it's so resistant to termites, fungi, dry rot, and other agents of wood destruction, pressure-creosoted wood lasts up to seven times as long as untreated wood. No more continual replacement of fence posts, no more continual repair of rotted buildings. Think how much actual cash this can save you over a period of years!

U-S-S CREOSOTE CONTAINS OVER 150 CHEMICAL COMPOUNDS

You can be sure of dependable service when you order wood posts and poles which have been pressure-treated with U-S-S Creosote, a quality product of the United States Steel Corporation. For the name of your local dealer, mail the coupon. We'll also send you informative literature on how you can save money with pressure-creosoted wood construction.



UNITED STATES STEEL

UNITED STATES STEEL CORPORATION
525 William Penn Place • Pittsburgh 30, Pa.

Agricultural Extension Section
United States Steel Corporation
Room 4270 525 William Penn Place
Pittsburgh 30, Pa.

Please send me your booklet, "Fences that Pay," describing the use of pressure-creosoted wood in construction.
I would like to know the name of my nearest distributor of pressure-creosoted wood.

Name _____
Address _____ Town _____
County _____ State _____



United States Steel is a major producer of Creosote used by many producers of pressure-creosoted wood products. To help you build a steady volume on these products, we maintain an advertising and promotion program that sells your farmer-customers on the advantages of pressure-creosoted wood.

Advertising in leading state and regional farm papers tells the story of the long life of pressure-creosoted wood in terms of actual experiences of actual users. A free fence construction guide has been prepared for distribution to your customers. And advertising mats are available for your own use.

MAIL THE CARD BELOW

We will put you in touch with pressure-treaters in your area who can supply you with pressure-creosoted wood. Get the facts today on this profitable line.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL
Room 4404 525 William Penn Place
Pittsburgh 30, Pennsylvania

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L. & R.)
Pittsburgh, Pa.



**You've heard about them!
You've read about them!**

We sell them!
PRESSURE-CREOSOTED fence posts

● You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fencing itself.
Why are pressure-creosoted posts your best buy? Because they are the engineered products of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE _____

justment if he has been trained to look for such a failure and can remedy the trouble himself. Even though the serviceman can quickly find a bad spark plug or loose wire, the customer will be more satisfied if he could have found the difficulty himself and avoided the extra trip back to the store.

Customer training should be a part of the selling program of every piece of mechanical equipment that the dealer sells. The chain stores will not take time to do this, but the independent can handle it very easily and he will be rewarded in additional business on other items from the customer.

Now we come to promotional effort in selling. Every manufacturer whose products are nationally distributed spends a great deal of money each year in developing an advertising campaign and point-of-sale promotional material. Included in this program are thousands of dollars worth of valuable sales assistance for the dealers. There are window displays, dealer identification signs and point-of-sale merchandise helps that can be fastened to the product to help explain it and sell it. There are hand-out pieces and counter cards that can be put around the store to constantly remind customers that the dealer has these products for sale. All this is prepared by either the manufacturer or by an outside agency whose people are experts in preparing material which will prove itself in extra sales for the dealer. Since the cost of such material is figured in the cost of a product, it follows that the greater the volume of sales the more and better the promotional material that can be provided.

Since the independent dealer is primarily selling nationally advertised products, he can avail himself of this material from these manufacturers.

Chain stores, on the other hand, sell many private-brand products on which they must prepare the promotional material. Since their volume does not equal that of the nationally advertised product, they cannot afford to produce the quantity nor quality of material that is put out in the field by the national-brand manufacturers. Also, many chains produce all their own point-of-sale material and thus do not make use in their stores of much of the material that is put out by the manufacturers.

Independent dealers should investigate the program of every manufacturer whose products they



Gold Medal

Nylon

Seine Twine

Continuous Filament

The Linen Thread Co., Inc.



Companion to the famous

MEDIUM

SHEPARD'S

GOLD MEDAL SEINE TWINE

THE LINEN THREAD CO., L.

SUCCESSORS TO
AMERICAN NET AND TWINE CO.

15

THREADS

MADE IN U.S.A.

USE THE GOLD MEDAL
SEINE TWINE THAT BEST
SUITS YOUR NEEDS

Gold Medal

QUALITY SEINE TWINES

THE LINEN THREAD CO., INC., 418 Grand Street, Paterson 1, N. J.

40 East 42nd St. New York 17, N. Y.	105 Maplewood Avenue Gloucester, Mass.
140 Federal St. Boston 10, Mass.	138 W. Hubbard St. Chicago 10, Ill.
Landlord & Calvert Inc. Baltimore 3, Md.	116 New Montgomery St. San Francisco 3, Cal.

sell and make sure that their wholesalers are making available to them all these merchandise helps. The dealer should then follow the manufacturer's advice in using them to best advantage. In this manner, the dealer is in effect using the services of some of the best advertising and sales promotion agencies in the country to help him sell his products. It is advertising and promotional help that has been proved. And dealer tie-in with these national promotions will prove itself again in plus sales every time if properly followed.

These are only the high spots of some of the advantages of the independent dealers. Each independent should analyze his own operation and compare it on these points. Further, following this lead he should look for other advantages inherent in his business which he can use to keep ahead of his local chain competition.

Now let us look at some of the more common phases of the internal operation of a chain store and compare these with independent operation.

Chain stores have to maintain a very elaborate stock record system. In fact, their whole operation

is keyed to this system. The result is that they can set up a store and run it with green personnel providing the system is followed.

These records list mandatory items and selective items for the store to buy based on the store's estimated volume. They tell them how many to purchase, based on the size of the store, how many to display, when to reorder, and how long it will take for new stock to come in. These stock records are necessary for such an operation, but actually they can be of much value in any size store. This business of buying or covering for future business and the timing of stock replenishment can be the difference between a good season and an excellent season.

Chains are usually well stocked on big seasonal items, such as lawn mowers. The method is simple. They buy early and to a definite plan that includes all promotional plans for the following spring. They know they cannot replenish stock fast enough to avoid losing business if they buy too light; and it is this lost business that makes the difference.

Lack of proper coverage on merchandise, and particularly on sea-

sonal items, is the outstanding operating weakness of most independent dealers. You cannot do business with nothing to sell and you cannot increase your sales on any line without proper coverage planning.

This is a good time to look at summer seasonal items because dealers can see how they are doing and if they planned properly. Every dealer should ask himself these questions (unfavorable answers mean he is going to miss sales this season): What percent of my last season's sales did I buy in advance—50%, 25%, 10%? How long before I get delivery if I reorder now? (If my present stock will not last that long, I've lost business.) How is my demand compared to last year?

On seasonal items a dealer should place an order early and have in stock for the opening of the season at least 50% of his previous season's sales—less his carryover. The initial month's sales trends should be compared to previous years and the next 25% ordered, based upon the replenishment time needed. A dealer can hardly be taking a risk to gamble on half as much business as the

"THERE IS NOTHING FINER THAN A DIAMOND"

DIAMOND
DIAMALLOY
TOOLS
MEAN
GREATER SALES

One of the most popular lines of tools made today. Accepted by industry everywhere. Forged from special analysis alloy steel, each tool is precision built to meet the most exacting specifications.

**ASK YOUR DISTRIBUTOR
OR WRITE FOR DISPLAY
MATERIAL FOR YOUR STORE**

DIAMOND CALK HORSESHOE CO.

4604 GRAND AVENUE

DULUTH, MINNESOTA



For Over 35 Years...

SOUTHERN HARDWARE has been a dependable guide to the wholesaler and retail hardware trade throughout the South. Up-to-date information on all phases of the hardware business is found every month in its pages. The magazine has been built on a program of service to readers that covers:

- WINDOW DISPLAY
- COUNTER DISPLAY
- STORE MODERNIZATION
- CUSTOMER RELATIONS
- SALES PROMOTION and ADVERTISING
- INVENTORY CONTROL
- EMPLOYEE RELATIONS
- SERVICE DEPARTMENTS
- CREDIT CONTROL
- ACCOUNTING PROCEDURES
- ASSOCIATION ACTIVITIES

Plus, local news about friendly people and their activities in the Southern hardware trade . . . a feature that no other magazine has developed so fully. Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 5, Georgia

IT'S TERRIFIC!
NEW SELF-SERVICE CARTON
SELLS WEATHERSTRIPPING
LIKE HOTCAKES!

NATIONAL GUARD'S
NEW

"Do It Yourself" WEATHERSTRIPPING

Silent-salesman display carton holds twelve 17-foot coils (1 1/8-in. wide) Guardsman Rust-Proof Bronze Weatherstripping; corrugated, punched and complete with coppered nails. Instructions for installing with each coil.

NATIONAL GUARD PRODUCTS, INC. —
HEADQUARTERS FOR A COMPLETE LINE OF METAL WEATHERSTRIPPING

**JACK FROST WEATHER STRIP
FOR WINDOWS AND DOORS!**

**GUARDSMAN
PACKAGED UNITS**

Low-cost, efficient!
Rust-proof white
metal fastened to
moth-proof black
felt. Pre-punched
complete with nails.
18-ft. coils.



No. 336

Door Set.

(for 3'x7' door) Consists of all necessary component parts in one package, ready for easy installation, with complete instructions.

EXTRUDED ALUMINUM THRESHOLDS



No. 435, Interlocking.
3 1/2" wide x 9/16" high.
Concealed hook included.



No. 424, Saddle Type.
4" wide x 1/2" high.

All National Guard thresholds are highly polished, drilled and countersunk. Individually wrapped with necessary screws in neat package.

**ORDER GUARDSMAN WEATHERSTRIPPING FROM YOUR JOBBER OR WRITE
NATIONAL GUARD PRODUCTS, INC., Memphis, Tenn.**

previous year.

Many independent dealers buy too light and yet they know the consequences. Wholesalers compare early orders from their dealers against sales of the previous year. If they are light the wholesaler assumes the dealer is figuring on less sales and places smaller orders with the factory. The factory compares early orders with last year's sales and production schedules are set accordingly. No member of the group can take all the responsibility, and the dealer must show the way.

If a dealer has bought only 10% and the wholesaler and manufacturer have followed his lead, it is improbable that he can equal the previous year's sales. By the time his season begins, it will be too late for him to reorder 90% of his requirements in and get delivery before he loses some business.

This situation multiplied by thousands of dealers is a real problem and probably the biggest reason why many dealers do not show sales increases from year to year in proportion to what the manufacturer is enjoying.

Fortunately, dealers' buying habits will average out a little;

and manufacturers will rely on their own sales estimates, as well as those of their dealers. They will gamble on increased sales and schedule accordingly to some extent.

Reordering is just as important as advance coverage. The dealer should try to keep informed of his wholesaler's inventory and how long it is going to take to replenish stocks. Many dealers do not order enough between salesmen's calls. How many, even then, are ready with a list of their needs?

Independent dealers will never achieve the sales they seek unless they develop this buying to a plan and plan their reordering to a schedule of replenishment times. The time to buy is not when you run out, but when you can still get replacements before you run out. This cannot be done without a program.

Starting a system of stock records and building up a replenishment and ordering schedule can be the biggest improvement an independent dealer can make in his operation. In larger stores it might be wise to assign a man to a seasonal line such as lawn mowers. Start him off now thinking

about next year. Let him check competition, territory prices, etc., and look at his present season's orders. By beginning now he may produce the increase next year for which the dealer has hoped. Sales increases won't come through hope, but through proper planning that includes covering early, reordering in time, use of promotions, etc.

I have tried to point out just one phase of chain operation that seems normal to them and yet is not needed by chain stores only. It is a system every good retailer needs. The future of national-brand manufacturers rests with the wide distribution the independent dealers can give them. To give it at its best they must take a look at their operation and that of their competition and make the most of the good points of both.

They Are Boosting Builders Hardware

(Continued from page 30)

Hood believes that it is important for a dealer to study his locality and the type of builders hardware being used. Preferences differ in various localities. Consequently, accurate, first-hand knowledge of what is wanted and what is being used prevents a piling up of stock that will not move.

Hood actually recommends that a dealer develop the hobby of "building things and making repairs around his own home. He'll find that it pays off tremendously in selling," he added.

For an inkling of the construction problems a builder is faced with, there is no more direct approach than practical experience, for specializing in the sale of builders hardware calls for the salesman to be something of an architect AND builder.

Hood closely supervised the training of builders hardware salesmen in his company. He had trainees wait on the trade, reminding them constantly to ask questions to determine exactly what the construction or repair problem was. He had them check all incoming merchandise against invoices and put stock away. This gave them a familiarity with the line, and location and size of the stock. He made available manufacturers' literature and had salesmen attend the schools and classes held when factory representatives vis-

get your share
of this

PROFITABLE MARKET

Believe it or not, more than 6 million horses and mules need shoeing each year—and today their owners are looking to YOU to supply them. Horseshoes are a high-profit item...come packaged 10 pair to the box—easy to store, shelve, and sell. *Stir yourself.* Write now to Dept. H-2 for name of distributor, free catalog and pricing information.

YOUR CUSTOMER LOOKS FOR THIS TRADE MARK →

It signifies the
**WORLD'S LARGEST
MANUFACTURER OF
HORSE AND MULE SHOES.**

Phoenix **MANUFACTURING CO.**
Joliet, Illinois





Hey—pick up extra
profits without
extra sales effort!

-stock

DICKS-PONTIUS WHITE WONDER Sealing Compound



This gleaming white, high quality sealing compound is so easy to handle and has so many home uses that it's a perfect and profitable "do-it-yourself" product! You don't have to push White Wonder—just put the flashy, space-saving display box on your counter and White Wonder will sell itself!

COUNTLESS USES! Replacing loose or broken tiles, filling cracks in woodwork and around sinks, basins and tubs—patching plastic, ceramics, furniture, picture frames, etc. Moisture-proof, heat resistant! Tube has built-in applicator tip. 12 tubes to each eye-catching display box.

NATIONALLY ADVERTISED!



Popular Mechanics
Popular Science
Family Handyman

Order D-P White Wonder from your jobber now!

The Dicks-Pontius Company • Dayton 2, Ohio
Alexandria, Virginia • Decatur, Georgia • Dallas, Texas

SOUTHERN HARDWARE for JULY, 1954



NOW he carries for PROFITS
the same footballs he
once carried for TD's!
...Draper-Maynard Footballs



He was quite a ball carrier in those good old school days. And today, like thousands of profit-wise dealers, he's still carrying the same D&M Footballs—and other D&M equipment for profits!

Draper-Maynard gives you modern, top quality, profitable equipment to sell in every price range. That's the big secret to D&M's continued success in hardware stores for more than a century—and that's the big reason it's right for your store.

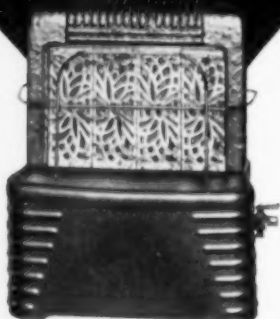
Chances are you played with D&M equipment when you were a kid, too. Renew the acquaintance. Line up with ever-popular D&M Football Equipment for extra profits!



See the D&M catalogs.
Ask your wholesaler or write direct.

Draper-Maynard
Sports Equipment
Cincinnati 32, Ohio

New!
**America's
 Best-Priced
 Gas Radiant
 Heaters!**
 ▼
**You get
 Full Markup!**



Model 194
\$14.95
 Suggested Retail
 PRICED FOR SLAM-BANG PROMOTIONS, these heaters give your customers traditional Royal engineering and quality construction. Heavy steel body. Dress guard zinc plated, hearth plate finished in high-heat tan silicon. Solid color clay backwall with high gloss finish. Royal Lifetime burner, genuine Royal radiants. Natural or LP Gas orifice.

SPECIFICATIONS							
Mod. No.	Shpg. Wt.	BTU Input	No. Rads.	H	W	D	
194	25 lbs.	16,000	4	18 1/2"	15"	8 1/2"	
195	32 lbs.	20,000	5	18"	19"	10"	



Model 195
\$16.95
 Suggested Retail

5-Radiant model boasts same features described above. Order now from your jobber — promote these quality heaters and you'll have a sellout...with full profit on each unit!

**A. G. A. Approved
 for Natural or LP Gas**



Gas Heaters

CHATTANOOGA ROYAL COMPANY
 Chattanooga, Tennessee

ited the store. Salesmen were given opportunities of applying builders hardware themselves on small demonstration jobs right in the store. To the trainee seriously interested in builders hardware, he recommended a course in blueprint reading.

Last fall, a special "home-owners show" was held, publicized by 10,000 pieces of direct mail. Throughout the day some 1,506 home-owners and prospective home-owners in the area came to talk over their home improvement and remodeling projects.

No selling was done that day. Members of the staff were present only to discuss and help customers with such problems as the finishing of attics, construction of basement rooms, wall repanelling, screening of porches and other home improvement projects customers had in mind. A draftsman from the building supply department was on hand to sketch plans where there was a request, and Hood and his personnel assisted in estimates on builders hardware. In the four-week period following the event, a 10 percent gain in builders hardware sales was apparent. Greater gains are anticipated as the company embarks upon a direct mail program designed to contact 10,000 home-owners in the vicinity every three months.

"We believe that the sizable sales increase in other departments also can be attributed to builders hardware," Hood said. He indicated the rise in sales of hand and power tools, electric fans, lighting fixtures, glue, sandpaper, molding, paint, etc. that have developed as the result of expanding sales in the builders hardware department.

Appliance Department Made Self-Supporting

(Continued from page 35)

Burge considers it absolutely essential for the hardware merchant to be independent in the field of mechanical service. Therefore, the service department of Burge Hardware and Appliance services all appliances sold, with the exception of television sets. Because of the technique involved it is both more satisfactory and more economical to arrange for TV service with specialists.

In all other service to users, however, valuable contacts are

maintained with customers and new prospect names are accumulated from these contacts. This is a standard product of service departments, especially when the staff of the service department is required to answer all calls promptly, thus maintaining favorable customer relations. It is the Burge experience that a customer with a major appliance out of service is the customer most likely to be lost.

"A service department is also invaluable," Burge said, "when it comes to handling used merchandise on trade-ins. Expert repair men can work wonders with used appliances. In our service department we recondition used appliances worthy of the attention, offer them at attractive prices and they sell."

"There is another advantage of a small start. One can learn the used appliance business in a small way and be equal to the problem when it becomes substantial in size."

Burge is convinced that his policy of demonstrating every appliance that can be demonstrated, at every opportunity, has been as important as any factor in the growth of his appliance department. He said:

"At a convention I heard a speaker who said that the 20 percent of appliance dealers who have floor samples hooked up for demonstrations do 75 percent of the total U. S. volume of business. It was not much of a surprise to me to hear that statement."

"Even when we had just a few appliances on display in one corner of the hardware store, those appliances were connected for demonstrations. No one told me to do it, for I knew nothing about the appliance business when I started."

"It seemed to me it was the only logical approach. How can you sell an item that has demonstration value without demonstrating it? A washing machine, for example, makes an especially good demonstration. The machine is so active that when in operation it absolutely dominates attention of the prospect."

"Previous to 1950, we made practically 100 percent of our demonstrations right here on the sales floor. That was because, in those days, there were so many bolt-down models, in washing machines, in which we specialize. Now, with portables, we demonstrate about 70 percent of the time



TROJAN SAW BLADES

ALL TYPES
Jig, Coping, Jewelers',
Fret, Scroll, Hack, Machine

World-famous Trojan Saw
Blades. Over 130 different
types for every hand and
power sawing operation. Un-
equalled in quality. Teeth are
individually filed and precision
set. Blades are hardened and
oil tempered for a long, sharp
life.

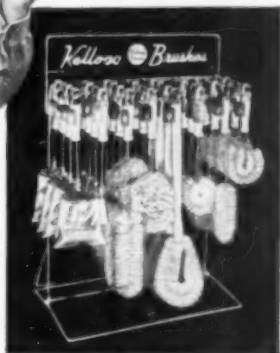
Insist on TROJAN by name
Manufacturers of World-Famous
Parker Line Tools
PARKER MFG. CO.
WORCESTER, MASS.

More profit on HOUSEWARES

with these
high-quality
fast-selling
BRUSHES



Put this good-looking dis-
play of quality household
brushes in a good traffic
spot and watch your brush
sales climb. Profits, too
— not just 33 $\frac{1}{3}$ %, but
a full 37 $\frac{1}{2}$ % — for you.



colorful merchandise ...
appealingly displayed

Kellogg Brushes

famous name ... famous brand

KELLOGG BRUSH MFG. CO.
Westfield, Mass.

SOUTHERN HARDWARE for JULY, 1954

the electric fencer that...

WEEDS WON'T SHORT!



...and you'll make

\$10¹⁰ PROFIT PER SALE!

Let us show you that it is easy to sell International
"WEED CHOPPER"* fences—with a convincing
demonstration of how it kills weeds or grass that often
"short" electric fences. Knocks 'em out cold and the
fence stays "hot" to hold and control all livestock.

This exclusive feature is backed up by real electric
fence performance. It delivers the right bump to teach
the biggest bull or heaviest hog to stay clear! And the
International won't lose power to the ground during
dry weather.

Advertised in PROGRESSIVE FARMER and
SOUTHERN PLANTER. Mail coupon today
for money-making Dealer sales program.

*TRADEMARK

The Sure



International "WEED CHOPPER" ELECTRIC FENCE

(Also Battery Operated and
Combination Models)

R. E. ZIMMERMAN & SON • Factory Distributor
P. O. Box 5115, Tate St. Station, 1025 Willowbrook Dr., Greensboro, N. C.
Without obligation, send us complete DEALER INFORMATION on
International Electric Fences.

Firm _____
Street _____
City _____ Zone _____ State _____
Date _____ Signed by _____

5H-754

in homes.

"Even so, we still have at least one of every item on display plugged in and ready to demonstrate. And we still do a lot of demonstrating, even with washing machines, right here on the sales floor.

"We don't keep our boxes cold, but they can be plugged in so the prospect can listen. Nor do we keep ranges all hot. But one of them is 'hot' all the time. And the best way to demonstrate a range, we find, is to take off the pieces that come off, take out the broiler and show how easy it is to clean.

"There are, of course, techniques suited to all demonstrations. The most important point, as I see it, is to have the appliance at all times in condition to demonstrate on a moment's notice."

On the Burge display floor were four washers and one dryer, all connected for operation, and a collection of clothing there indicated a recent demonstration.

Also connected, in addition to one range, were an ironer and the range hood that vents undesirable odors. Of approximately 20 television sets on the floor, one was in operation and at least 10 others

could be plugged in for demonstrations.

Jack A. Burge got his start in appliances under peculiar circumstances.

An individual of his acquaintance was attempting to carry the responsibilities of a full-time job and, in spare time, sell major appliances which he had bought outright. He found this double-duty impossible and proposed to pay Burge a fixed fee on each appliance if Burge would sell the small stock.

They made a deal and Burge found relish in selling appliances. He also found that the Dallas distributor for a manufacturer of one of the leading lines had heard of the Burge sales performance. Needing a dealer in Fort Worth the distributor sought out Burge, who took the franchise.

Woodruff's Streamlines

(Continued from page 32)

something doesn't sell in one place, it can be moved to a better loca-

tion. As a result of this planning the same type of fixture can be used for paint, hardware or sporting goods.

The remodeling job actually was a group project, instead of the result of one person's planning. When questions came up, David F. Baker Sr., president and general manager, would call in staff members for a discussion. They, as a team, would decide what to do.

Each department head was made to feel that his department's improvement was his responsibility. Each gave his own ideas and changes usually were made accordingly.

Space was gained and sales helped by several changes in display windows. To eliminate valuable wasted space above the high-ceilinged windows, ceilings were lowered. This move provided enough space for a record department above the windows.

Window display was almost doubled through the elimination of a post which stood between the two display windows. Double doors were installed and the store entrance recessed about 12 feet.

It was decided to put in "magic carpet" doors. These operate somewhat similar to those with an electric eye except that a person entering the store causes the doors to open by stepping on a carpet or rubber mat which is wired. When contact is made the doors automatically open.

Generally, the remodernization program provided more aisle space in all departments. The gift section was enlarged somewhat and the housewares section condensed but without hurting sales. The arrangement actually allowed housewares to be displayed more attractively in less space.

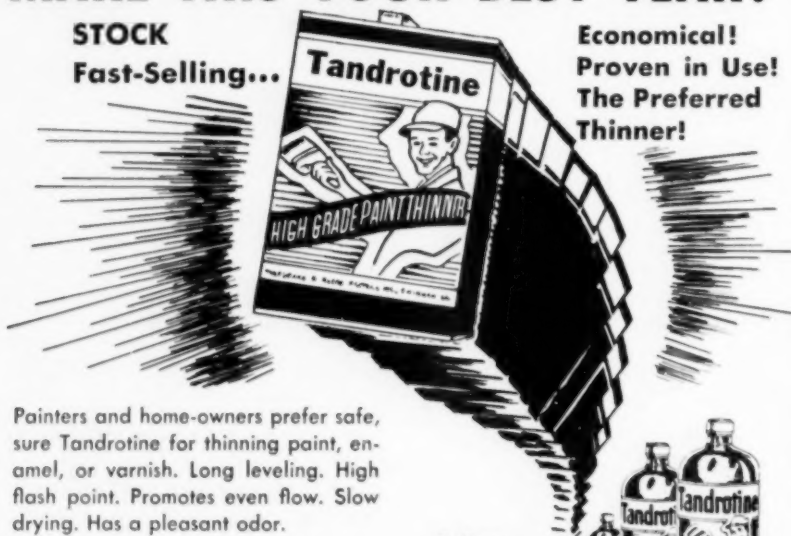
Cutout illustrations for displays and shadow boxes, clever and eye-catching, are made in the store's shop. In one shadow box on the stairway leading down to the hardware department, for example, there is the figure of a woman at work with a broom and a man painting and the suggestion, "Clean-Up, Paint-Up." Another shadow box shows a woman wiping walls and a man putting in a light fixture, with the suggestion "Fix-Up, Light-Up."

Commenting on the remodernization program which was pushed through to completion without interrupting sales, Mr. Baker said, "It probably took longer the way we did it, but everything worked out just as we wanted it."

MAKE THIS YOUR BEST YEAR!

STOCK

Fast-Selling...



**Economical!
Proven in Use!
The Preferred
Thinner!**

Painters and home-owners prefer safe, sure Tandrotine for thinning paint, enamel, or varnish. Long leveling. High flash point. Promotes even flow. Slow drying. Has a pleasant odor.

Tandrotine is also superior for many other uses such as cleaning brushes and removing grease and wax.

Stock up now and enjoy more sales, extra profits.

Order from your jobber.

Gallons
Quarts, Pints
Half-Pints



WRIGHT



GALVANIZED WIRE STRAND . . . Guy wire for television antennas, clotheslines, tie and binding wire, signal wire, emergency repairs, temporary enclosures—4 and 6 strand for electrical fences. 50' connected coils and on spools.

Southern Representatives:
D. C. HORNIBROOK **LAWRENCE J. BALDWIN & SON**
E. L. HORNIBROOK 306 Carondelet Bldg.
 Box 176, Avondale Estates, Ga. New Orleans 12, La.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

Cash in
 on the expanding home use
 demand for **SEALER 900**

STOPS WATER LEAKS —
Everywhere!

There's nothing like Sealer 900 for stopping water leaks! Seals cracks up to 1/8" wide! Easy-to-use applicator squeeze bottle retails for \$1.35. Originally introduced for stopping boat leaks — now sweeping the household market. Backed by national ads, point-of-sale display, literature. For fast turnover, repeat sales — sell Sealer 900 and other MARPROX profit-makers!



Many household uses!

Seals leaks around sinks and tubs . . . in shower stalls . . . window lights . . . basement floors and walls . . . car, station wagon and trailer windows . . . farm buildings, etc.



Order from your jobber or direct:

MARINE PRODUCTS INC.

41 HIGH STREET

OSHKOSH, WISCONSIN

HOW TO SELL FASTENERS FASTER!

HOW TO SELL FASTENERS FASTER!

BY PROMPT SERVICE

Your source of supply may determine whether you lose a customer or gain a new one. At Southern your order may be filled in as few as five minutes. Your *special* fastener may be stocked as standard.

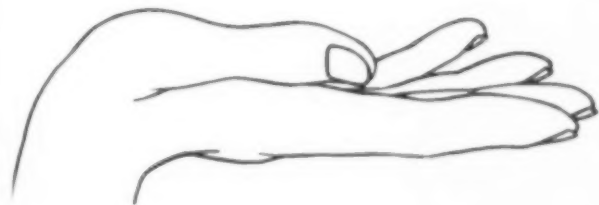
BY HIGH QUALITY

Quality gains new customers, brings old ones back. Identify your product with quality, enhance workmanship and appearance, by using Southern fasteners. Wood screws made to Federal Specifications FF-S-111a.

Phillips or Slotted Wood Screws available flat, round and oval in steel, brass, silicon bronze, aluminum and stainless steel. Slotted Steel Stove Bolts in round and flat head style.



WOOD SCREWS • STOVE BOLTS



Write for new wood screw catalogue. Samples free upon request. Box 1360-S

SOUTHERN SCREW COMPANY

Statesville, North Carolina

FACTORY WAREHOUSES:

New York, N. Y.
 Chicago, Ill.

Los Angeles, Calif.
 Dallas, Texas

SOLD THROUGH LEADING WHOLESALE DISTRIBUTORS

Effective Use Made of Wall Displays

(Continued from page 36)

many items — unrelated items. We've simply overdone a good thing."

When the owners of this business decided to remodel they kept in mind their observation that customers naturally look around, instead of down. Well-designed wall display shelves and fixtures emerged as the answer to the store's particular requirements for display space. But not wall shelving in the traditional sense. As pictured, display units were built to resemble a wall, but actually were placed approximately five feet out from the wall. Thus, space was made available for inventory behind these wall displays.

This wall display, or display board, is 90 feet in length, divided, in turn, into three sections with an aisle between each. Store salesmen may sell merchandise from the "board," replenishing the display from inventory stored behind, or they may leave the display undisturbed, obtaining the selected merchandise from the

storage area behind the display.

"Either way is satisfactory," Felder said. "This method of displaying hardware has increased our sales volume. While this merchandise could not be called 'impulse' items, people, upon seeing them, are reminded of their needs."

To overcome the too frequent error of displaying together totally unrelated items, island type display fixtures were included in the modernization program — used strictly, however, for the display of related merchandise. These island display fixtures are conveniently spaced throughout the store.

In addition to its city trade, the company attracts numerous rural customers.

"We cannot say that one is better than the other," Felder said. "But many items that appeal to our rural customers are of little interest to city dwellers. Instead of trying to sectionalize the store — one part for city, one part for country trade — we depend upon the island fixtures, and thus get customers to shop the entire store. This alone has accounted for part of our increase in sales volume."

HARDWARE

BUSINESS TRENDS

(Continued from page 6)

April, was the first since last October, according to the report.

Slight Increase in Personal Income

PERSONAL INCOME after taxes in the first quarter of this year exceeded slightly the fourth quarter rate and was about the same as the record 249.8 billion in the July-September period of 1953. However, personal incomes before taxes were down, according to the Department of Commerce, largely the result of a drop in employment and a shorter work week in several industries.

In March, personal incomes, at a seasonally adjusted annual rate of 282.8 billion dollars, were two percent below the record of July 1953.

Sell ROGERS "GORILLA GRIP" glue



... FOR STEADY PROFITS

A fine product is the primary basis of a sound business . . . that's why you'll build steady sales with Rogers Glue — the glue with a "gorilla grip" — a ton of strength in every drop. Its purity, clarity and excellent adhesiveness are the result of the exclusive use of quality materials in its manufacture. Once used, customers inevitably come back for more.

Important extra aids to build your Rogers Glue business . . . Rogers' policy of selling Rogers Glue exclusively to hardware dealers means more money in your pocket. Your glue business is protected from competition — Rogers Glue is never sold by group buyers, chain stores or mail order houses. Customers return to you for their glue needs.



3,885 lbs. Shearing Strength
per Square Inch



Regular national advertising in numerous high-circulation magazines tells customers about the fine features of Rogers Glue . . . sends them to you to buy Rogers Glue. Your sales are steadily built by satisfied users . . . stimulated by new buyers of Rogers Glue.

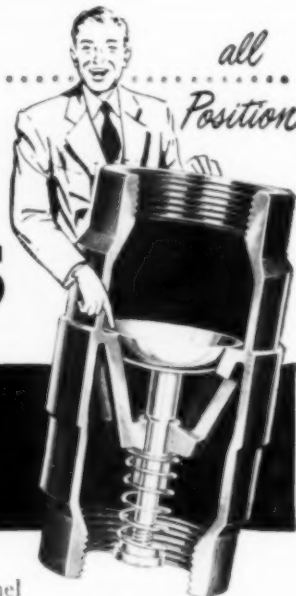
A fine product — constant national advertising — price protection — all this adds up to big sales and steady profits for you.

Order Rogers Glue today through your jobber or by writing to . . .

ROGERS
ISINGLASS & GLUE CO.
GLOUCESTER, MASS.

Strataflo all Position CHECK VALVES

Flexible
METAL POPPET



Patented, flexible Monel Metal Poppet can't leak. Sensitive in operation. For cold or hot water or steam. 200 lbs. pressure. One-piece brass shell. Seven sizes. Write for Bulletin 204.

Order from your Jobber



STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

HARDWARE NEW PRODUCTS

AND SALES PROMOTION AIDS

New Wedge Assortment

A new packaged assortment of wedges to be known as the "A5 Assortment" is designed to enable the dealer to fill all requirements from one single stock supply. The assortment contains wedges for tightening any size hammer, hatchet, ax, pick or similar wood-handled tool. Wedges also are used to tighten ladder-rungs.

Packaged in a free transparent plastic container, the assortment includes two dozen each of sizes No. 2, 3, 4 and 10; four dozen of size No. 5; and one-half dozen of size No. 15.



The plastic container is designed for use as a counter display. It is divided into compartments and holds a complete wedge assortment. An instruction sheet tells the dealer which size wedge goes in each compartment and what the retail price of the various wedges are.

The manufacturers state that these are the only steel wedges made and that because they are designed with barbs, once driven in they stay wedged. Continued use of the tool in which they are inserted will not loosen them.

Dealer price is \$4.73 per assortment.

Red Devil Tools
Irvington, N. J.

One-Hand 8T Cutter

A new one-hand 8T cutter has been designed to meet the requirements for cutting steel strapping and wire binding in shipping rooms.

Features include heat-treated blades, plastic cushion grips, a spring which keeps tool open to cutting position and a thumb lock which keeps



tool closed when not in use; it is lightweight and compact.

According to the manufacturers, the sharp pointed lower jaw fits under the tightest strapping or baling wire for quick cutting and the thin, flat blade prevents damage to either container or contents. A notch in the lower blade keeps round wire in position for cutting.

H. K. Porter, Inc.
Somerville, Mass.

Chain Packaging

Many items in the line of chain products now are available in individual cartons that are suitable for counter and window display.

Wholesalers will find that the new packages provide easier ordering, stocking, delivering and billing, state the manufacturers; and for the dealer, the clearly labeled containers encourage self-service and simplify the dealer's ordering, handling and displaying.

The majority of the company's better known items are packaged in the new cardboard cartons. The



Proof Coil chain, however, is packaged in kraft-board drums and the Spinner chains in small metal pails which can be re-used as containers for liquids.

An illustrated circular giving full information and prices may be obtained from any of the Round Chain Companies.

Round Chain Companies
Broadway and Chaincraft Road
Cleveland 5, Ohio

2-Way "Hex" Shank

A new line of 2-way Hex shank wood bits with screw points for use in both bit braces and 1/4, 5/16, 3/8 and 1/2" electric drills is available.

These new wood bits come equipped with a conventional taper square shank for use in bit brace chucks. When cut off at the top section of the Hex shank, these same bits can be used with either bit braces or electric



drills. The line is available in sizes from 4/16" to 17/16". These special bits are available also with or without the conventional taper square shank, as specified by the individual user.

Officials point out that the all-purpose usage of the wood bits is made possible by a special and accurate grinding method which assures a true shank center and protects against run-off and wobble when used in electric drills.

The Irwin Auger Bit Co.
Wilmington, Ohio

Pipe and Nut Wrench

A new wrench, described by the manufacturer as an innovation in wrench manufacture, automatically grips and releases on pipes and nuts, securing an instant, fractional ratchet action grip that cannot slip. Its self-adjusting trigger mechanism is designed to permit one-hand operation and to eliminate fumbling with knurls.

These wrenches are made in both alloy steel and alloy aluminum and as non-sparking tools for refinery and other industrial uses where inflammable materials are prevalent—in a variety of sizes with replaceable insert jaws.



Additions to this line in the near future will be the "Rockerench" of alloy steel and alloy aluminum, automatic nut wrench and a new type of pliers.

Trig-O-Matic Tool Corp.
Chicago 5, Illinois

New Cord Package

The new package for sash cord to protect it from dust, dirt and handling abuse is a heavy gauge polyethylene bag. The cord is fully visible; both hanks are bagged so that they can be cut apart and both customers get a packaged purchase.



It is desirable for counter display, for shelf stock or for bins, the manufacturers state. Printing is yellow and royal blue. Price spot is on each hank.

John H. Graham & Co., Inc.
New York 8, New York

MIXES IN COLD WATER!

CONSUMERS PATCHING PLASTER

• • • for cracks, holes
and general repair



Famous for
QUICK SALES
because it...

1. Needs no sizing.
2. Mixes white in cold water.
3. Knits quickly to old plaster.
4. Will not check or shrink.
5. Does not peel or crack.

• Available in 1, 2½ and 5 lb. cartons;
2, 5, 10, 15 and 50 lb. paper bags; 100
and 300 lb. drums.

ORDER FROM YOUR WHOLESALER

OR DIRECT FROM US

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 8, MO.

ALWAYS LOOK TO...

MIDWEST

for money-making ideas!



SNIPS

Guaranteed More
Work With
Less Fatigue



Compound
Lever

SNIPS

Far Better... By
Actual Work Tests



PROFESSIONAL PRUNING SHEARS

Fully Hot Forged Pass Thru
and Anvil Types



FREE Money Making Display
Rack, No Charge With 12 Pop-
ular Snips, Retailing at \$23.00.

Call your wholesaler - or write

MIDWEST

Tool and Cutlery Co., Sturgis, Michigan

New Display FULL MARK-UP!



Red Devil

GLAZIERS'
POINTS

...10¢ each retail



**FREE
DRIVING
TOOL...**

New display
box contains
2 dozen
boxes of Red
Devil zinc coated glaziers' points. It
gives you extra sales! Each 10¢ box has
FREE driving tool! A sure-fire sales
builder. Get your RD #22 Display
NOW.



A product of
Red Devil Tools.
Irvington 11, N. J., U.S.A.

Semi-Automatic Shotgun

The new Model 50 semi-automatic Winchester shotgun is self-loading with a non-recoiling barrel and an independent chamber. The chamber moves less than 1/10 of an inch, according to the manufacturers, and this movement actuates the breech bolt and starts the cycle of unlocking, extraction, reloading and locking.



Company officials state that the recoil effect of the new design is greatly softened and that the aim-disrupting clatter and "double-shuffle" common to self-loading shotguns have been eliminated. They add that oscillograph patterns show that the energy expended in recoil by this model travels to the shoulder from the chamber in a gradual pushing, rather than a punching action. The trigger design makes it impossible for the gun to go fully automatic.

The new gun may be taken apart and assembled without tools of any

kind; new barrels may be fitted by the owner. All low and high base shotgun loads of the proper length and gauge may be fired without making any adjustments in the gun.

The barrel and receiver of the Model 50 are made of heat-treated chrome molybdenum Winchester-proof steel. Other critical parts, including the independent chamber, are of high alloy-heat-treated chrome vanadium steel. The hand-checked pistol-grip stock and forearm are of American walnut finished in natural tones.

Model 50 is available in field, trap or skeet grades with plain or ventilated rib barrels. It is priced from \$120.50.

Olin Industries, Inc.
New Haven 4, Conn.

The package labels are designed to identify the bolts quickly; package sizes include the five package cartons.

Southern Screw Co.
Statesville, N. C.

Table and Chair Set

A wrought iron table and chair set in children's furniture is described by the manufacturers as a lifelike duplicate of grown-up furniture.

Both table and chairs have steel legs in black satin finish with non-marking rubber tips. Back supports of chairs are also steel in black satin finish. Table surface and chair seats and backs are platinum blonde finish.

Table size is 18" x 24" x 19" high. Chair seat is 11" x 10" x 11" high, with total height 21".

South Bend Toy Manufacturing Co.
South Bend, Indiana



Steel Stove Bolts

Slotted steel stove bolts have been added as part of the new line of metal fasteners now being manufactured by Southern Screw Co.

The stove bolts are made to exact dimensions, with strong heads, smooth threads and uniform quality, according to the manufacturers, and are available from stock in both package and bulk. The bolts come in round and flat head styles.

NEW

A NEW PRODUCT • A NEW DESIGN • A NEW SALES BUILDER

Pachmayr SLIP-ON RECOIL PAD

FITS SHOTGUN OR RIFLE STOCKS

Every Gun Owner is Your Prospect... for this new natural rubber slip-on recoil absorber. This high quality product is made in three sizes (small, medium, large) and in red or gunstock brown rubber.

\$1.75
Retail

Available now, through Sporting Goods Jobbers. Manufactured by Pachmayr... for over 70 years a name famous among Shooters everywhere. Makers of permanently installed recoil pads... Lo-Swing Scope Mounts... POW-WER-PAC shot control and other gun and shooters' accessories.

PACHMAYR GUN WORKS, INC.
1220 SOUTH GRAND AVENUE, LOS ANGELES 15, CALIFORNIA



EXCLUSIVE Absorption Baffle Design

AIR POCKETS
ACT AS SHOCK
ABSORBER

As the gun recoils, air is trapped in the cells formed by rubber baffles, is compressed and thereby removes much of the energy or recoil... just like a Pneumatic Shock Absorber.

Live rubber ribs give an even distribution of recoil force over the entire butt of the pad, provide a resistance to recoil force and serve to act as baffles to trap air in separate air cells. The result is a dampening action that gives the shooter a feeling of gun push rather than a sharp blow.

Ribs in the Pachmayr Slip-On pad are slanted to keep the gun from slipping when it recoils, making for more accurate shooting and greater comfort.

Set your sights
on **BIGGER PROFITS!**
Sell

Victor

...the only complete line
of nationally advertised

Decoys



Victor Majestic—Life-size, realistically finished Tenite plastic. Internally weighted for smooth riding, shot holes easily repaired. Adjustable all-position head. 6 species. Deluxe Oversize model also available.



Victor Veri-Life—Light, tough molded fiber, painted in true-to-nature colors. Self-righting; thoroughly waterproof. Movable head can be permanently fixed in any position. 9 species.



Victor Field—NEW three-dimensional molded fiber shell, authentic "feather-finish". Adjustable head, wire stake. 3 species. (Others available on special order.)



Victor Goose—Full-size molded fiber field decoy, convertible to water use. Adjustable upright and feeder heads. Authentic glass eyes. 3 species.

Victor Wood—(not illustrated) Realistic, "feather-finish" on selected wood; oversize. Lifelike glass eyes. Now Equipped With Adjustable Tenite Plastic Head. 9 species.

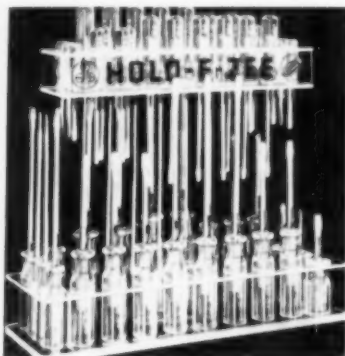
**Fast-selling accessories
you'll want to stock:**

Victor Duk-Tone and Victor Cro-Tone calls—both equipped with lanyard; also anchors, balance weights. Order the complete line of Victor decoys and accessories from your wholesaler—NOW.

ANIMAL TRAP COMPANY OF AMERICA
Lilitz, Pa. • Pascagoula, Miss.

Screwdriver Display

A new TD-48 Hold-E-Zee screwdriver assortment is available now in a permanent, self-service display of all plastic construction which is offered at no extra cost. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold.



According to the manufacturers, the Hold-E-Zee screwdriver has these special features: twist and impact-proof Lok-Blok; gripper recedes deep in handle giving full blade use; special bit for Crosspoint; chrome plated chrome vanadium steel blades; Tenite II handles; and hand-ground bits.

Upson Brothers, Inc.
Rochester 14, N. Y.

Fish Knife Display

A new display featuring five different types of fish knives is now available. The prices of the knives range from \$1.19 each for the one bladed stag handle knife to \$3.25 each for the deluxe stainless steel, two bladed fish knife. All are displayed on a newly designed panel.

Camillus Cutlery Co.
Camillus, New York



CLASSIFIED

MFGRS. REP. FLORIDA & S. E.

Well established, with limited lines; will take an additional major item sold to hardware jobbers. Write **SOUTHERN HARDWARE**, Box 673, 806 Peachtree St., N. E. Atlanta, Ga.

Coverall Plastic

Nine foot wide plastic, folded to a 27-inch width and put up in rolls, now is being marketed under the trade name Coverall. This plastic, a heavy gauge clear polyethylene, carries a suggested retail price of 22¢ lin. ft. (nine foot wide). Wholesalers have 50 and 100 lin. ft. rolls in stock now.

Among the recommended uses for Coverall are painters drop cloth, cover for indoor and outdoor furniture, dust cover for items in storage, moth proof blanket and storage bags, appliance covers, and deep freeze wrap.

The manufacturers state that the product is easy to sew and simple to heat seal, thus giving it appeal for the do-it-yourself trade.

Warp Brothers
Chicago 51, Ill.



**Always
Bright
Company**

**DIETZ
LANTERNS**

SINCE **DIETZ
LANTERNS** 1840

R. E. DIETZ COMPANY
SYRACUSE 1, N. Y.

Pull-Push Rule

The Pull-Push rule is described by the manufacturers as having an extra-wide (full 3/4") extra-long (10') tape with double-scale marking.

Individually packed on a "True-View" card with clear plastic cover, the rule is removable for inspection. With a hang hole to allow easier display of rule, the card gives instructions on its uses.



The manufacturers state that the Pull-Push is suited especially for quick measuring of large size sheet material, horizontally or vertically, with less chance of blade buckling. The rule has a double scale—tape marking in inches and feet, and continuous inches. The "Tru-Reading" mouth allows conversion to feet and inches, or vice versa. The "Tru-Zero" hook compensates for its own thickness inside or outside; measurements start at absolute zero. Two inches are

added for inside measurements.

The "D" shaped die-cast has chromium plated finish. The flexible-rigid steel blade is replaceable, has "no-glare" white finish, bold graduations and numbers.

Six No. 3610W rules are in a box; retail price is \$2.39 each.

Stanley Tools
New Britain, Conn.

Painters' Cutlery

A new line of painters' cutlery recently announced includes seven putty knives, seven wall scrapers, five spachtling knives, and two putty chisels.

The putty knife assortment includes knives with 1 1/4, 1 1/2, and 2"-wide blades, both flexible and stiff, and also a knife with a 1-1/4" bent blade for steel sash-work, crack filling, pointing, spachtling trim, etc.

The wall scrapers are available with 2-1/2, 3, and 3-1/2"-wide blades, both flexible and stiff. Also available is a 3" size with a Superflex blade.

Spachtling knives come in 4 and 5" blade-widths, in flexible and stiff models, plus an extra 4" Superflex model.

The two putty chisels are both 1-1/4" wide, one being a blunt type.

Cutlery of the new P13 line has black Tenite handles secured to the blade by three brass rivets. The new "Black Handled Beauties" have high-carbon, oil-hardened, tempered and mirror-finished steel blades which extend the full length of the handle.

List prices range from 65c for the



1-1/4" stiff-blade putty knife to \$1.85 for the 5" flexible-blade spachtling knife.

Red Devil Tools
Irvington, N. J.

Compound Lever Snips

Compound lever snips with solid forged steel blades and handles of metal stampings are introduced by the manufacturers as being designed for more work with less effort.

Special features of the snips (No. 6715 and No. 6716) as pointed out by the manufacturers include: long lasting cutting edge, individually fitted and serrated blades, knurled handles, and a patented latch held out of the way when snips are in use. The snips are designed to cut 18 gauge and heavier metal of some types.

No. 6715 has an overall length of 10 1/2"; length of cut, 1 1/2"; standard pack, 10; shipping weight, 8 1/2 lbs.; handle finish, gunmetal; list price is

Flite-Master products

GYM SETS — TEETEROUNDS
SANDBOXES — SLIDES
PLAYTIME TABLES

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your
favorite
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and
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SUPER DELUXE FD 51-SRNT-2

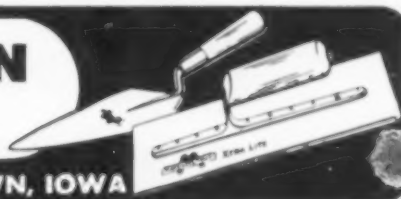
Flite-Master

CONSOLIDATED METAL PRODUCTS COMPANY • CINCINNATI 2, OHIO



**MARSHALLTOWN
TROWELS**

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



\$3.80. No. 6716 has an overall length of 10½"; length of cut, 1½"; standard pack, 10; shipping weight, 9½ lbs.; handle finish, plastisol; list price is \$4.25.

Midwest Tool & Cutlery Co., Inc.
Sturgis, Michigan

New Camp Stove

A new camp stove that offers portable automatic gas cooking convenience outdoors is available, and ac-



cording to the manufacturers, the exclusive feature is the stove's own "pint-size," self-contained, replaceable fuel tank—when empty, it is thrown away and another inserted.

The stove is of compact design, has two burners with independent controls, and adjustable windguards for out-of-doors operation. The steel case closes to small suitcase size with latch and handle. Weight is 16 pounds, and the stove sells for \$17.95 complete with fuel.

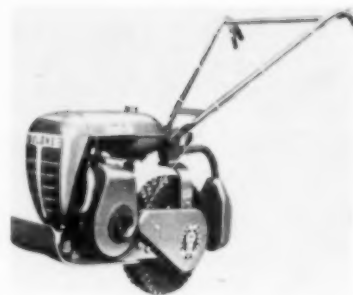
The tanks of fuel are the sealed tanks of Prepo fuel.

Prepo Corp.
Edgerton, Wis.

Garden Tractors

For smaller jobs in yards and gardens, Bolens offers the one-wheeled Handi-Ho tractor (shown) available with two engine sizes—1.6 and 2.5 h.p. With natural grip stor-a-way handles, finger-tip control of clutch, throttle and stop switch, scientific balance and pivoted tool control accuracy, the Handi-Ho is designed for small gardens and small budgets. It takes many attachments and comes standard equipped with a three pronged weeder and 6½" disc guide.

Also in their line is the four-wheel



Ridemaster model, an especially adaptable tractor for all jobs on small farms and the small jobs on larger farms.

Bolens Products Division
Port Washington, Wis.

New Catalogs

The new 1954 catalogs describing in complete detail each item in the new Louisville Grand Slam and Louisville Slugger Bat lines are available now. Grand Slam catalog is shown. These catalogs are done in full color and may be had free of cost by addressing the following:

Hillerich and Bradsby Co.
Louisville, Ky.

more
ACCO
products

AMERICAN CHAINS

for Farms, Homes, Industry
and Transportation

for Steady Profits all year 'round—
Buy AMERICAN
Display AMERICAN
in this sales-making Stand →
Sell AMERICAN

order from your AMERICAN CHAIN wholesaler

American Chain Division
AMERICAN CHAIN & CABLE

YORK, PENNSYLVANIA • BRIDGEPORT 2, CONNECTICUT



Sheps

DISINFECTANTS, INSECTICIDES AND CHEMICALS

SHEPS BARNYARD FLY SPRAY, READY TO USE, kills stable, horn, and house flies, mosquitoes, gnats, hog lice, and poultry red mites. Contended cows give more milk.

SHEPS HOUSEHOLD SPRAY, FLY KILLER, Ready to use. For control of all flying and crawling insects.

SHEPS STOCK DIP, conforms to National Bureau of Standards, phenol coefficient 4 F.D.A. Makes milk white emulsion in water.

SHEPS TOILET CHEMICAL. Deodorizes, disinfects. For indoor or outdoor use.

SHEPS DRY DIP OR DRY INSECTICIDE.

Distributed by Wholesale Hardware and Drug Jobbers

Shepard Laboratories, 1126 N. 11th St., Omaha 2, Neb.
Division of Searle Petroleum Co. Established 1927

IT WILL MAKE YOU MONEY!

A PACKAGE WITH OOMPH

Tremendous appeal to Practical Carpenters—Do-It-Yourselfers—and Shopmen. Outsell everything for Arts and Crafts use.

GLU-BIRD® REFILLABLE GLUE GUN PLASTIC. NO Goopy Glue Sticks, Hardened Brushes, Sticky Hands. A time-saver—puts glue where wanted. Long lasting. Won't break. Won't spill. Keeps Glue Clean... Double Size Refills.

WILHOLD® is a clean liquid cold glue. White when applied. Colorless when dry. Odorless. Non-inflammable. Glues Hard & Soft woods—Tile—Formica—Masonite—Paper—China—almost everything. Contains ORTHONOL. Grabs quick. Sets fast.



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W. R. C. Smith Publishing Co.

Department SH-10

806 Peachtree St., N.E.

Atlanta 5, Georgia

☐ New

☐ Renewal

Please enter my subscription to SOUTHERN HARDWARE for 3 years.

Name _____

P. O. Box or _____

Street and No. _____

City _____ State _____

Firm _____ Position _____

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

Southern FARM EQUIPMENT

JULY, 1954

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.



NEW PORTABLE Husker-Sheller

... WITH *LOWEST* FEED HOPPER ON THE MARKET

- **Strong, compact, light-weight** design makes unit easily portable for work at crib, feed lot, barn. Choice of trailer, tractor-mounted, skid models.
- **Sheller feeding height** is only 32 inches from ground ... eliminates any high lifting or strain. Hopper is non-choking and adjustable.

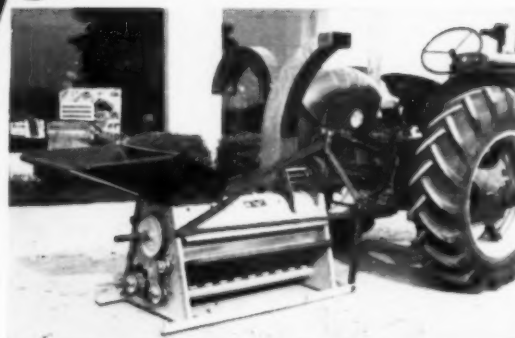


Has Bushels-per-Minute Capacity ...Delivers Triple-Cleaned Kernels

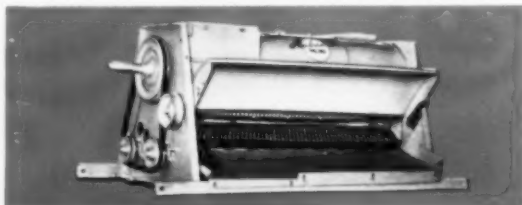
New shelling principle provides amazing capacity, yet handles any kind of corn—hard, soft, large or small ears of southern or northern varieties. Complete shelling and separation of cobs and husks from kernels assured by new type of wide-surface cylinder bars with reversible teeth mounted on balanced rotor. Anti-friction ball bearings are self-aligning ... pre-lubricated and sealed for life. Cob stacker can be set to discharge at any position. Self-cleaning corn thrower easily changed for delivering shelled corn to bagger, wagon box, or bin. Kernels cleaned three times by controlled air blast, adjustable dust-chute ramp, and full-length sieve. Competitively priced.

Inquiries from dealers invited ... ask for pictorial folder.

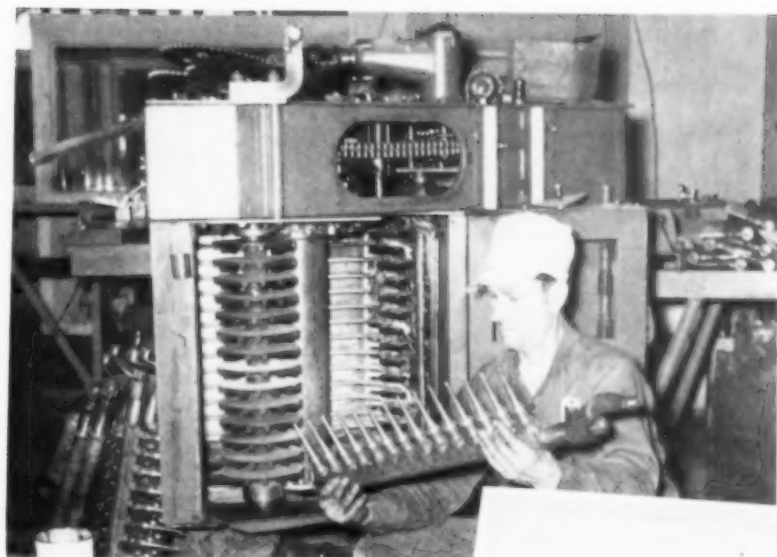
HABAN MANUFACTURING CO.
Racine, Wisconsin



Three-point hitch model hooks up to all popular-make tractors ... drives from power take-off. Can be raised for fast transport ... lowered for easy on-the-spot shelling.



Full-length sieve assures completely cleaned shelled corn. Cleaning fan sets up air blast through vertical stream of corn to remove dust and chaff.



During the busy season the company employs 12 mechanics, eight of whom specialize in the servicing and repair of cotton pickers. Each in turn has two helpers assisting. Of 120 cotton pickers in the territory company stores 100 for the owners, and of this number services about 60 of the pickers

**They build
extra volume**



Servicing Cotton Pickers

By S. W. Ellis

BY SPECIALIZING in the servicing and repairing of cotton pickers the John Nash Equipment Co., located in Brinkley, Arkansas, has built up a highly important source of volume that assures work for the shop throughout the year and helps the company hold its skilled mechanics.

John C. Nash, owner of the business, pioneered in selling cotton pickers in his territory. He believed, correctly, that machinery would have to replace hand labor in the harvesting of cotton and he geared his operation in accordance with this conviction.

Of the 120 cotton pickers now in use in his territory, Nash has sold a majority. Every year he stores 100 of the pickers for the owners and services 60 of this number.

Can the storing of 100 cotton pickers and the servicing of 60 a

year add up to real volume? Nash can quote facts and figures to prove just how much annual volume this does mean for his company. As a result of this business the company parts department hums with activity, a special warehouse overflows with cotton pickers, and a large lot behind the main building is set aside exclusively for work on cotton pickers. In the repair shop, mechanics working only on cotton pickers, earn \$125.00 a week during the season.

According to Nash, a complete overhaul on a high-drum cotton picker averages about \$1,500, representing \$300 for labor and \$1,200 for parts. Although Nash does many of these complete overhauls

every year, the routine service he gives is aimed at forestalling the complete job. Such care begins with the yearly storage and the special attention that the idle mechanical picker needs.

After a farmer has stopped using his cotton picker, he has it picked up in the special truck that Nash uses primarily for this service. When he bought the machine, the farmer was carefully instructed by the Nash salesman that this "between season" care was necessary to the prolonged life of the machine. The cotton picker needs regular care to keep from "freezing" or gumming up, and Nash mechanics check every stored machine regularly, turning each to prevent this.

For a minimum storage charge of \$5.00 a month, the user can be assured that his machine will not be



A large lot behind the company building is devoted exclusively to cotton pickers. Here, company mechanics and helpers overhaul a machine

allowed to freeze. If the machine needs cleaning and servicing an extra charge is made.

Because of the danger of rust, steam cleaning is not recommended unless the machine is serviced and greased. But Nash points out that in this territory a cotton picker usually needs steam cleaning and minor repairs at least every other season. Service charges for this range from \$100 to \$500.

Before the cotton picker is delivered to the owner, it is checked completely for all defects. To operate efficiently the picking mechanism has to be in perfect condition as the farmer well knows.

"The cotton picker is the only machine the farmer can't work on," Nash declared. "He doesn't have the equipment. If he has been thoroughly instructed by the dealer when he buys the unit he is interested, you may be sure, in having a machine that has cost from \$8,000 to \$10,000 given intelligent care during the idle season."

The Nash repair shop is well equipped to care for cotton pickers, and customers are encouraged to look at the special testing devices and to watch the skilled mechanics at work.

During the busy season 12 mechanics are employed. Each mechanic specializing in this work has two helpers assisting him. About eight men work only on cotton pickers. And the wages they earn, from overtime, are so good that most of the men are eager to return each season. The experts remain on the job throughout the year.

Nash insists that any mechanic who is fairly intelligent can be developed into a specialist in the repair of cotton pickers. Accordingly, he has the head mechanics in his shop teach the helpers.

During the busy season the mechanics work five nights a week until midnight and all day Sunday. In view of this volume of work, experienced helpers can ease the work load per mechanic tremendously.

Nash emphasizes one problem still to be solved: farmers will not have their repairs made in advance of the season when the picker is needed. Although all stored machines are checked completely and a salesman calls on the farmer with suggested repairs, most of them postpone their service order.

"We just can't go to work on the machines until the farmer gives us the word. The service charge always includes valuable parts, so we have to keep prodding the farmer to let us start work."

In the case of tractor-mounted pickers the original sale includes mounting the cotton picker on the tractor, removing it at the end of the season, and then converting the tractor one time. After that, the farmer usually can do this work himself.

When repairs are made the picker is mounted on the tractor, spindles and bushings are checked, and the machine is given a general inspection while the farmer watches.

Cotton picker repairs are played up heavily in all promotional efforts. A special truck, labeled Cotton Picker Service, emphasizes to all that the company is specializing in this type of work.

Because a busy farmer might

(Continued on page 95)



Company has a minimum charge of \$5.00 a month for storage of cotton pickers. If machine needs cleaning and servicing an extra charge is made. To encourage farmers to have repairs made well in advance of seasonal use, all receive a personal visit from firm representative

NOW...8 McCormick[®]

CORN PICKERS and SNAPPERS

for EVERY grower's needs!



NOTED for exceptionally clean husking and capacity for the highest yielding hybrids is the McCormick No. 2-ME Farmall-mounted two-row picker, used by more corn growers than any other picker of its type.

Five new models bring the complete McCormick line of corn harvesting machines to *eight* pickers and snappers, including a sweet corn picker. Again, IH dealers scoop the industry in ability to supply *every* customer and prospect with the exact size and type of equipment needed!

Does the customer want exceptional capacity for cleanest husking of high yielding corn? He has a choice of three models of mounted, and pull-type, one and two-row pickers.

Does he want efficient picking on a limited budget? He can select either of the new, one and two-row Farmall-mounted pickers with many new efficiency features.

Does he want to snap his corn? New one and two-row models introduce a new snapping principle for putting ears in the wagon with husks undisturbed.

Does he want to end the laborious task of picking sweet corn by hand? The new McCormick sweet corn picker is his answer.

The completeness of the McCormick line of corn pickers and snappers is another example of International Harvester's continuing program of product development and improvement to make farm work easier and the farmer's time more productive. *Every* farmer is a prospect when you are an IH dealer.



INTERNATIONAL HARVESTER

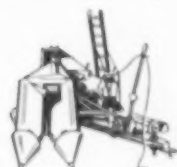
International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Crawler Tractors and Power Units... Refrigerators and Freezers—General Office, Chicago 1, Illinois



McCormick No. 2-ME picker



McCormick No. 2-PR picker



McCormick No. 1-PR picker



McCormick 34HM-20 picker



McCormick C-10 picker



McCormick HM34-21 snapper



McCormick C-11 snapper



McCormick 34HM-22
sweet corn picker

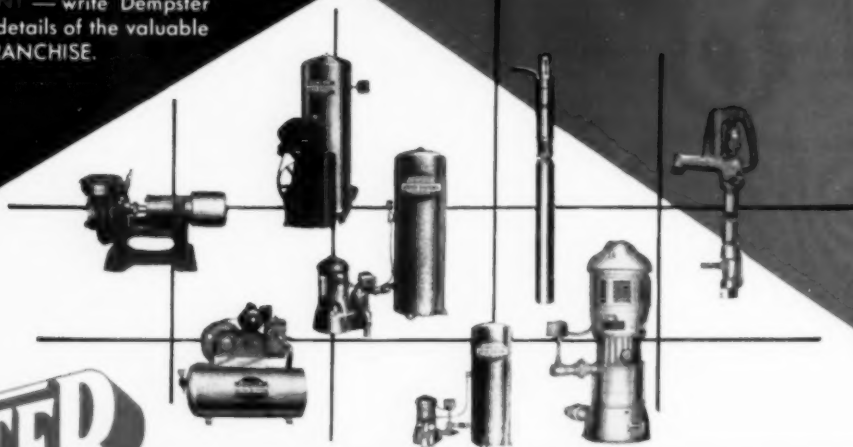
another reason why
you make more profit selling
DEMPSTER WATER SYSTEMS

...COMPLETE!

It's always more profitable to sell Dempster—"America's Complete Line of Water Systems." You never need send a customer away, whatever his water supply problem may be—there's a Dempster pump to answer it. You need not train sales and service personnel on two or three different lines because Dempster pumps cover the field. You carry a lower inventory of parts because many Dempster parts are interchangeable and delivery is prompt from 8 Dempster branches. All this adds to more profitable operation.

EVERY DEMPSTER WATER SYSTEM has the highest efficiency, most rugged construction and newest design that Dempster's 75 years of water supply equipment engineering and manufacturing can put into it. From the simple, sturdy Dempster windmill to the latest in deep-well submersibles and multi-stage jets—Dempster has a better pump for every purpose.

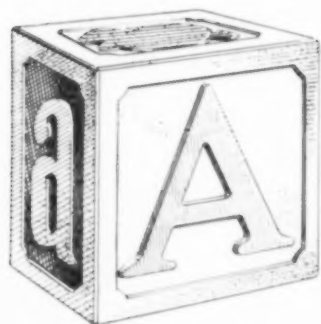
FOR A MORE PROFITABLE WATER SYSTEM EQUIPMENT — write Dempster today and get the full details of the valuable DEMPSTER DEALER FRANCHISE.



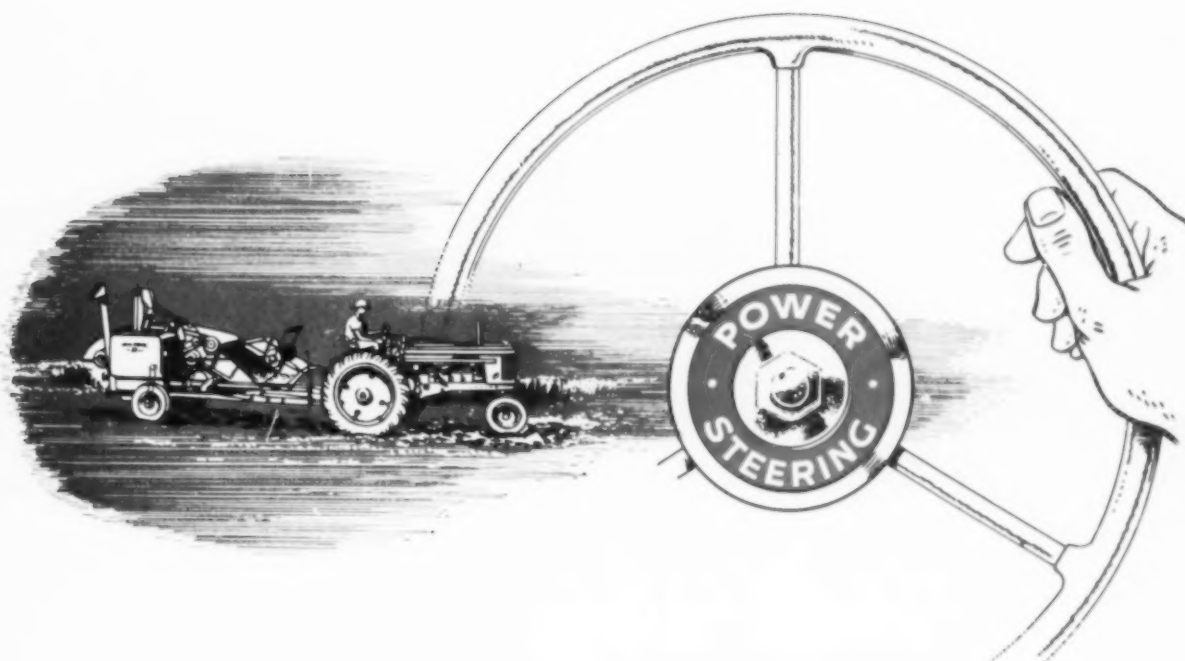
DEMPSTER
WATER SUPPLY EQUIPMENT

DEMPSTER MILL MFG. CO.
BEATRICE, NEBRASKA

Branch warehouses and offices in Omaha, Nebr.; Kansas City, Mo.; Des Moines, Ia.;
Sioux Falls, S. D.; Denver, Colo.; Oklahoma City, Okla.; Amarillo, Tex.;
San Antonio, Tex.



is for Applause



NOW, as most of us know, the farmer isn't a particularly demonstrative fellow. Which is to say that he accepts most things and events with what you might call a quiet philosophy. And when it comes to making an appraisal—whether it's a heifer or a new piece of machinery—it's a pretty rare farmer who is careless with either his Oh's and Ah's or his flattering adjectives.

Still, every so often some big news comes along—like the announcement of the new John Deere Power Steering—and then even that philosophical armor of his can't hide his enthusiasm. You can detect it easily. For, to the farm equipment man, that gleam of approval in a farmer's eye is as bright as the Milky Way, and his silent nod of satisfaction is as loud as the applause at a Carnegie Hall concert.

And, of course, it's perfectly natural that farmers everywhere are applauding the announcement of new John Deere Power Steering. It's the biggest news to hit the row-crop tractor field in years. To the farmer it means new freedom from steering effort, new freedom from driver fatigue, and safer, faster, more convenient tractor operation.

Which is all in line with the continuous John Deere policy of supplying the farmer with the quality farm equipment he needs to carry out his operations best at greater savings in time and effort.



JOHN DEERE • Moline, Illinois

Quality Farm Equipment Since 1837

Their Specialty — —

Outside Selling

DESPITE THE blistering drought which affected the area in recent years, sales have continued at an annual rate in excess of a half-million dollars for the Baldwin Truck & Tractor Co., farm equipment dealers in Hopkinsville, Kentucky.

The company wins this kind of volume by keeping two full- and one part-time salesmen canvassing the trade territory in an effort to give farmers something of a "Baldwin Co. complex."

Each of these three salesmen, using his own particular selling technique, specializes on a certain line of merchandise, but no salesman is barred from selling anything in any line if he stumbles on a prospect who is ready to be led to the dotted line.

Ike Garrett's job is to sell trucks and refrigeration. C. R. McGhee pushes implements. Mack Harte is the part-time field salesman who concentrates on appliances and devotes his non-selling time to servicing them.

Whenever, McGhee, for example, gets ready to canvass the territory, he puts a driver on one of his new tractors and follows the

brings \$500,000 annually from farm equipment and allied lines



Above, J. E. Baldwin and service-salesman, Mack Harte, right, explain merits of freezer to a farm customer and his wife

Left, Harte and helper unload a trade-in freezer from the service truck. Harte concentrates on appliance sales and trade-ins

machine from farm to farm — demonstrating on-the-spot how the equipment can make farm chores lighter. Such demonstra-

tions lessen sales resistance considerably, according to McGhee who keeps in his pocket a list of the farmers who have agreed to let him bring his equipment over for demonstrations.

Sales talk is minimized when the machine is allowed to speak for itself and it's more convincing, McGhee has found. If the prospect finds the new machine a much smoother performer than his old one, the effect is much greater than a sales catalog which shows merely the picture of a new machine in some distant warehouse.

When the demonstration is in progress, McGhee gets the farmer himself on the tractor seat so he can get the feel of what the new machine will do, with the result that after driving it around a few times, he becomes more and more



Salesman C. R. McGhee and assistant look on as prospect operates tractor in his own field

reluctant to let the salesman drive it away.

"While many of the prospects don't buy right on the spot," explained J. E. Baldwin, owner of the business. "I think I can safely say that 80 percent either buy then or shortly afterward."

Sometimes McGhee stays in the farmer's field with the tractor only a short time getting the prospect to do most of the driving himself. Sometimes, rather than let an almost - but - not - quite - persuaded prospect slip through his fingers, he tells him to keep the machine for a couple of days and work it in place of his old one, or work both of them together. By that time, the farm owner usually becomes so attached to the machine he is ready to come to terms.

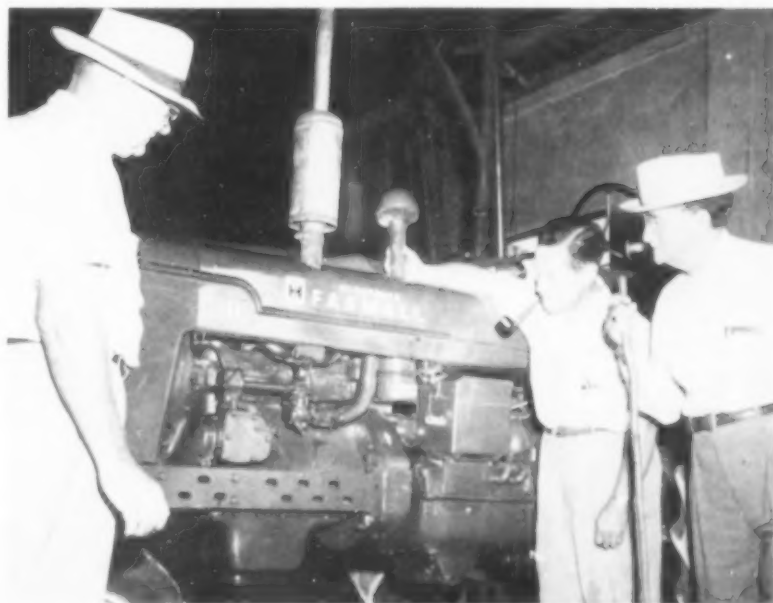
While farm equipment sales have declined throughout the industry in recent months, Baldwin is not one to let declining sales in one line ruin his total volume. When sales are slack in one line he tries to make up for this with increased sales in other lines. For example, the usual hot weather that accompanied the drought periods created an ideal situation for the sale of air-conditioning equipment. Within two months his salesmen had sold 33 room coolers and the summer wasn't half over. Both city people and gloom-

ridden farmers were buying them. A local hospital bought four and a doctor bought six for his office and home. Baldwin has one installed in each of his three offices at his brand-new plant so that prospects who drop in can get the feel of it.

Here is where Mack Harte, the part-time outside salesman, comes in. Being a long-time well-known service man in the area, many prospects have more confidence in his recommendations than in anyone else's. He has a corner in the Baldwin shop with all the essential equipment to meet any servicing need.

He repairs not only room air conditioners but all appliances. One method the company employs to gather appliance leads is to send Harte out twice a year to give a free inspection of all appliances he has sold in his territory. He makes dozens of free adjustments, such as taking out rattles, cleaning or oiling motors in old machines, putting on new door gaskets for better seals, etc. If new parts are needed, he charges only for parts, nothing for labor. But it enables him to sell a freezer or air-conditioner if the customer does not have one. If he can't sell

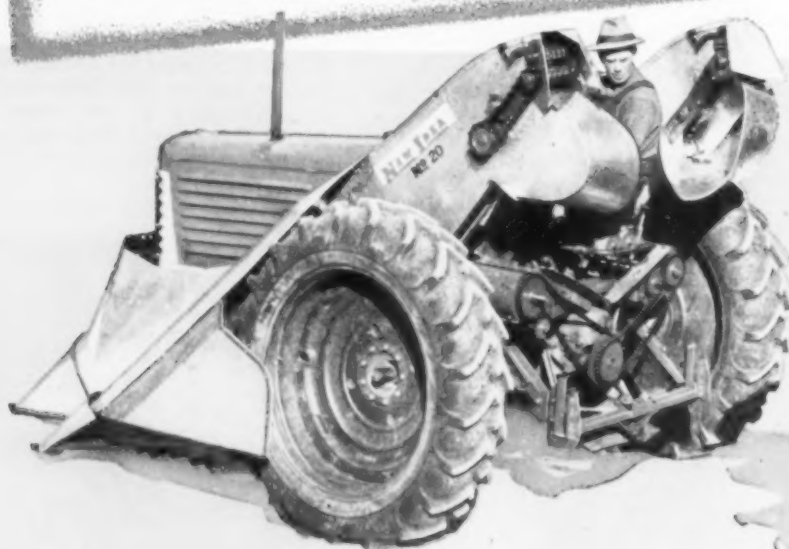
(Continued on page 93)



Baldwin and third salesman in the company's trio, Ike Garrett, show farmer the complete reconditioning job they have just completed on his tractor, including painting

The Best Corn Picker Ideas of 3 Decades rolled into one **NEW IDEA**

The NEW No. 20
MOUNTED PICKER
with semi-mounted trailer type
10 roll husking bed



Now, tractor can be freed for

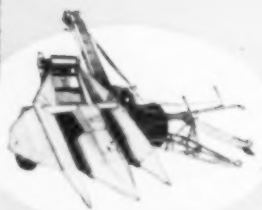
Revolutionary is the word to describe the NEW IDEA No. 20 Mounted Picker. Revolutionary, because of its ease of handling in the field . . . its faster, cleaner picking job . . . its easier on and off—its full trailing 10 roll husking bed.

In the field the No. 20 starts right in without losing time "opening" the field. The trailing husking unit and wagon turn sharp corners . . . follow wheels so they don't run over unpicked rows!

It remained for NEW IDEA to put the husking bed of the mounted picker in its proper place . . .



NEW IDEA
FARM EQUIPMENT



Two Row Corn Picker



One Row Corn Picker

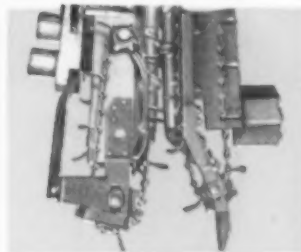


One Row Corn Snapper

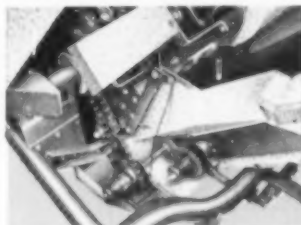
They have to be good to be consistent **FIRST PLACE WINNERS** In State and



Floating Points



Triple Gathering Chains



Enclosed Gear Boxes

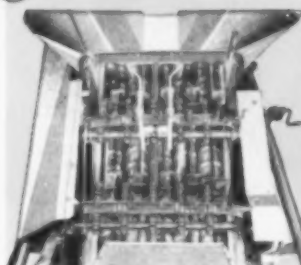
other work in a few minutes

If the farmer needs the tractor for another job he can quickly remove the gathering and picking unit in a matter of minutes. No hoist is required.

And, a new set of mounting brackets is all that he needs to change the unit from one make or model tractor to another. Revolutionary? Yes. But to NEW IDEA just another in the line of better farm equipment to make the farmer's job easier . . . to make YOUR selling job easier, too!



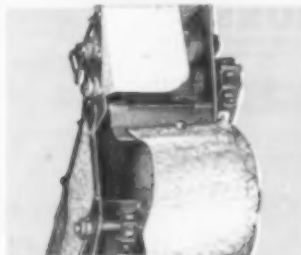
From famous New Idea floating points to the biggest husking bed of any mounted picker, this machine is designed for fast, clean one-man operation.



10 Roll Husking Bed



Nine Safety Ratchets



Clearing Rolls

NEW IDEA
FARM EQUIPMENT COMPANY
AVCO
Coldwater, Ohio, U. S. A.

ational Corn Picking Contests

Erskine Announces New Hay Bale Loader

A HAY BALE loader which operates off the tractor hydraulic system and sells at retail for \$158.50 is announced by the Erskine Manufacturing Co., of Erskine, Minnesota.

The manufacturers say the Champion hay bale loader will load bales, either square or round, up to 12 per minute, in hay rack or wagon box. Quickly installed



on most makes or models of tractors that have a hydraulic system, they state the Champion is easy to operate from tractor seat.

The steel tines on the Champion are said to pierce any kind of a bale without damage to twine or wire baling. When bale is in position over hay rack or wagon box, the bale is released automatically into the load, and the arm returns to ground contact to pick up the next bale.

The manufacturers state they are interested in appointing both dealers and distributors and invite correspondence. A full line of promotion material, including printed matter, ad mats, etc., is available.

Massey-Harris Issues Combine Catalog

A NEW, 4-color No. 60 combine catalog is now available from the Massey-Harris Co. of Racine, Wisconsin.

The free, 16-page booklet describes and illustrates the firm's new No. 60 self-propelled, power-take-off and engine-powered models.

The catalog fully describes new 60 S.P. features, including 56 sealed bearings, Dyna-Air-Chaff Control and adjustable concave for correct threshing of all crops.

when in doubt ...they buy Quality!



Will "hard selling" in 1954 confuse prospects for water systems, water heaters and softeners? Will they be eager for the gadgets and "deals" they get when they buy other types of products?

NOT THIS YEAR! Mr. and Mrs. Homeowner will be more concerned about getting a dependable supply of running water for many trouble-free years to come. **QUALITY WILL BE THE DECIDING FACTOR!**

For dealers who sell Fairbanks-Morse water systems, heaters and softeners, 1954 will be a **WONDERFUL YEAR!** Here's why:

1. More buyers are buying *quality* for the long pull.
2. The *high quality* of Fairbanks-Morse products has been known to Americans on farms and in cities since 1830.
3. *Quality* in manufacture and *dependability* in performance will be stressed in Fairbanks-Morse 1954 advertising. On the opposite page is one of the ads which will carry the quality story to 51 million readers of leading national magazines.
4. Fairbanks-Morse again will provide a strong inquiry-producing campaign in State Farm Papers.
5. Fairbanks-Morse again will provide free, or at cost, many direct mail and point-of-purchase aids.
6. Fairbanks-Morse dealers can guarantee any Fairbanks-Morse product against defects in workmanship and materials—and Fairbanks-Morse will back them up.
7. Fairbanks-Morse's 38 branch offices assure dealers of prompt delivery of products, and replacements and repair parts.



FAIRBANKS-MORSE

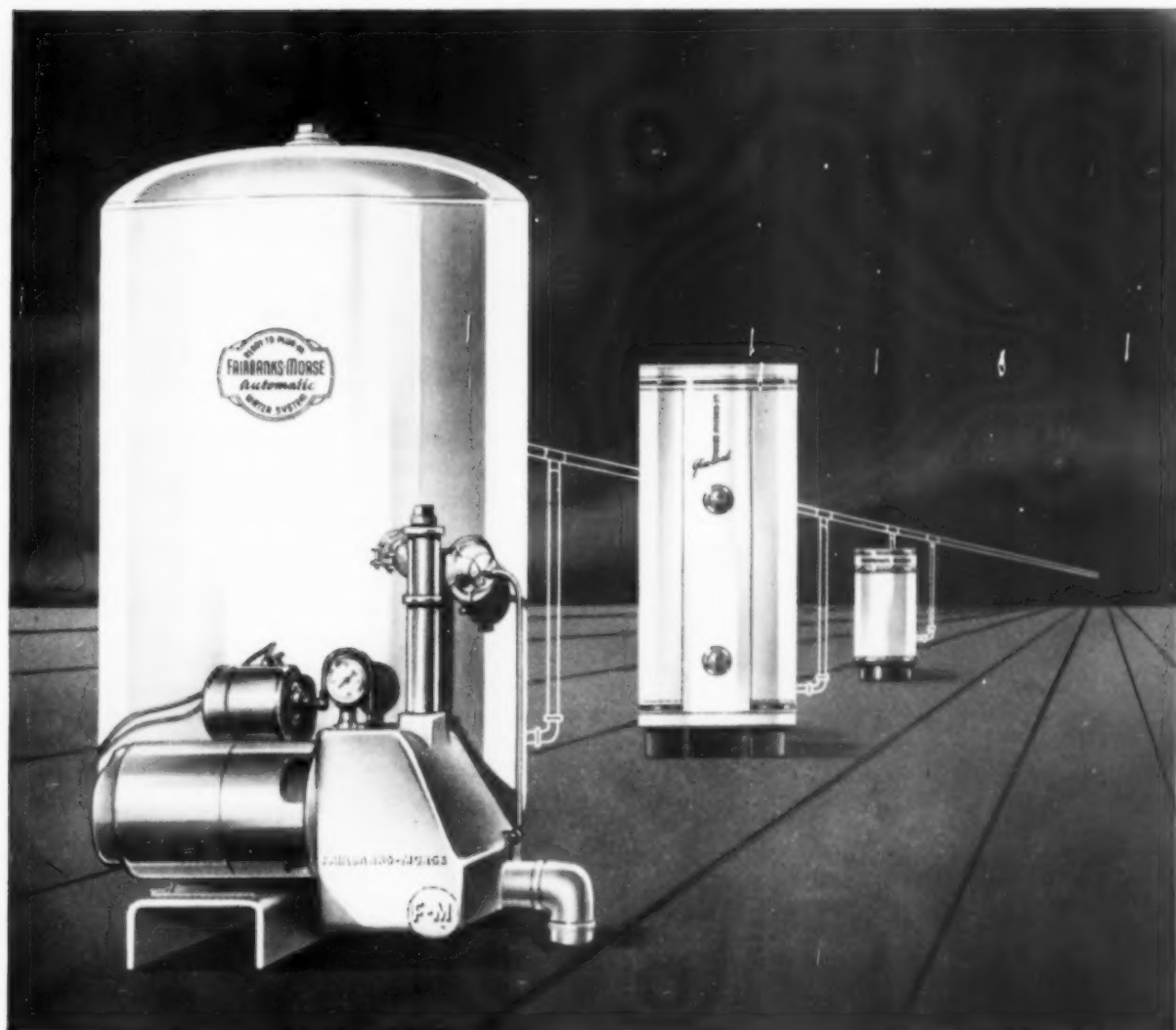
a name worth remembering when you want the best

WATER SYSTEMS • GENERATING SETS • MOWERS • HAMMER MILLS • MAGNETOS
PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES

Fairbanks, Morse & Co.,
600 S. Michigan Ave.,
Chicago 5, Illinois

We want more facts about your profitable Fairbanks-Morse dealership.
Have your representative call.

Firm name.....
Writer's name..... RD.....
Address.....
City..... Zone..... State.....



QUALITY IS YOUR BUY

Fairbanks-Morse water systems, heaters and water softeners are built to quality standards that give years of trouble-free service and low maintenance costs.

It is common sense to buy products that con-

tinue to give satisfaction long after the original price is forgotten.

Your local Fairbanks-Morse dealer will be glad to show you quality! Fairbanks, Morse & Co., 600 S. Michigan Avenue, Chicago 5, Ill.



FAIRBANKS-MORSE

a name worth remembering when you want the best

WATER SYSTEMS • MOWERS • MAGNETOS • PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES and ENGINES

SOUTHERN FARM EQUIPMENT Section for JULY, 1954

NOW...the only complete branded farm fence line



NEW

RED BRAND barbed wire

For the first time, instant recognition of superior quality. All barbs are painted red. Now farmers know they get the same high quality in barbed wire they get with RED BRAND woven wire. Five styles. Two weights.

known

RED TOP steel posts

RED TOP Steel Posts are known on sight by farmers everywhere. They're known for extra strength. Economy. Ease of setting. Years of advertising have made RED BRAND the most widely recognized of all fences, too.

RED BRAND woven wire

Up and down the highways . . . in state after state . . . you'll find the same record . . . the fence with the red top wire has proved why it's the favorite. It lasts longer. Goes up easy. Seldom requires restretching.

proved

RED BRAND

**join in this big new push
to step up farm sales**

Full-page ads in leading farm magazines

No other fence manufacturer proudly proclaims its quality by branding its products with a lasting, distinctive identification. This year we're using full pages in two colors to give still greater impact to RED BRAND advertising. We'll repeat the story again and again.



Twice-a-week practical land use programs

For years, Keystone has carried the story of actual farmer's experience with the Keystone Practical Land Use Program on radio. It's a program that builds your market for everything the farmer needs, to produce more at lower cost with less labor. Here's a program with a real pay off for RED BRAND dealers who put it to work.



Your own magazine to build farm sales

This year greater emphasis will be placed on the importance of good feeding practices and buildings that will improve farm profits. It will help build a market for many products you sell. Every copy of your Practical Land Use Broadcaster, mailed to your farm list, can have your picture or your plant shown on the cover. You are unmistakably identified with it!



*There Is Much More to the Red Brand Story. Get Full Details Now.
Place Orders Now For Fall Delivery.*



**KEYSTONE
STEEL & WIRE
COMPANY**

Peoria 7, Illinois

Makers of Red Brand Fence, Red Top Steel Posts, Gates, Poultry Netting, Non-Climbable Fence, Ornamental Fence, Bale Ties, Keymesh, Keybead, Keycorner.





Ferguson Engineering Continues To Blaze the Trail!

... and Ferguson Dealers continue to reap the profits from Ferguson's dynamic engineering. Engineering that breaks with the past ... producing tractor and implement designs that are *originals*, not imitations.

For instance, only Ferguson Dealers are profiting from these recent and dramatic Ferguson engineering developments:

- Ferguson High-Speed Mower, which has done away with the old-style pitman, lets farmers mow all day without nerve-shattering vibration.

- Ferguson Side-Delivery Rake ... only tractor-mounted, lift-type farm rake with true

sideward action, moves hay from swath to windrow in half the usual distance.

- Ferguson Disc Plow ... designed around a rugged beam of tubular steel that eliminates excess weight, saves on fuel.

New inventions on the way!

Even more startling and revolutionary developments from Ferguson engineering are due to be introduced by Ferguson Dealers!

Wouldn't you rather be a *Ferguson Dealer* ... and have Ferguson engineering working *for* you? If so, write or wire directly to: Harry Ferguson, Inc., Racine, Wisconsin.

▶▶▶▶ YOU'LL SEE MORE AND MORE OF

Ferguson



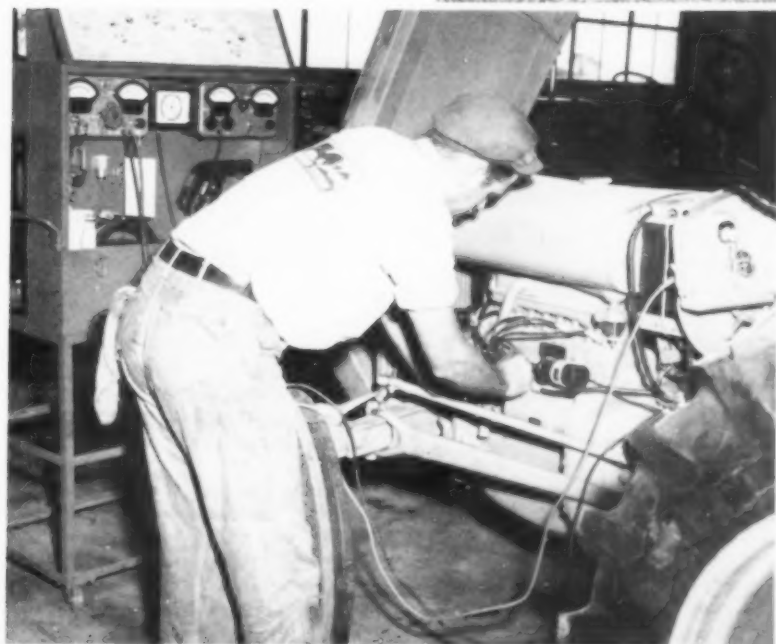
No Slack Season in This Shop

farm-to-farm surveys boost service volume

By B. Miller

FULLY 80 PERCENT of the customers of Farmers Supply Co. in Chantilly, Virginia, bring their farm machinery in for repairs, steam cleaning, painting, or general reconditioning at the end of the season. They do so as a result of the personal persuasion of John Bryant Smith, owner of the business, and his mechanics. Tying in farm-to-farm calls at the end of the season with regularly scheduled calls, Smith, his son, and company mechanics approach each of the firm's customers personally and go over the advantages of having needed repairs taken care of during the winter months.

Farmers Supply Co., in 1952 for example, saw shop volume soar 50



End-of-season campaign not only sells repair work but leads to new sales. J. B. Smith, Jr., manager of the company, left above, discusses proposed tractor repairs with customer. Equipment brought to company shop at end of the season is given complete inspection, left, for needed repairs and parts

percent as a direct result of this personal approach.

"We have no blanket procedure that can be used in contacting every customer. That is why we do not mail out cards. We approach our customers on an individual basis," said Smith. "We know each of our customers personally — know his situation, his farm equipment, the condition it is in, and his financial situation. We feel

(Continued on page 90)



New Heavy-Duty Plow Introduced by I-H

A NEW, HEAVY-DUTY, high-clearance plow, built for plowing as much as 16 inches deep under the toughest conditions, is announced by International Harvester Co., and is called the McCormick No. 16. The company says it is designed for such heavy soils as adobe or tough sod. Four sizes are produced — three furrow, four furrow, four furrow reducible to three, and five furrow reducible to four.

Each is available with 14 or 16-inch bottoms. Thus, the five-furrow plow, equipped with 16-inch bottoms, will plow a strip six feet, eight inches wide. All models have a full 24-inch clearance, according to the manufacturers, to give exceptional capacity for turning under trash or heavy stubble.

Either hydraulic remote-control, or a gear-type lift which mechanically lowers, as well as raises the plow, is available.

The company reports the frame is heavily reinforced wherever stress is likely to occur. Bridge-truss bracing distributes strain over the entire frame, instead of concentrating them on any individual unit. Backbone of the plow is heavy, 2- $\frac{3}{4}$ beam stock.

Beams are continuous and are made of high-carbon, heat-treated steel. Vertical as well as lateral bracing is provided by two-inch, high-carbon-steel braces which fit into the chimes, or I-shaped sides of the beams.

The usual hitch cross bar has been replaced by a heavy, 2- $\frac{3}{4}$ -inch steel header bar across the

front of the beams, which makes a direct pull on each beam.

Another new feature is a three-way adjustable rear wheel with parallel lift. It may be adjusted, and locked rigidly in position, for heel clearance, wheel lead, and landside clearance. A roller that fits into the axle housing yoke stabilizes the wheel for fast transport, or for backing when the plow is raised.

When making turns while transporting, side pressure at the rear of the plow causes the roller to climb a ramp, permitting the wheel to swing. The plow's weight automatically brings the roller down the ramp as soon as the turn is completed to straighten the wheel.

Servis "Double-Deck" Soil Builder Available

THE "DOUBLE-DECK" soil builder is available now for placing double band of fertilizer per row up to six inches deep in the seed bed and for planting cover crops or other seed above the fertilizer at the same time, Service Equipment Co., of Dallas, Texas, announces.



This unit is used also for depth side dressing of corn, cotton and other row crops, the manufacturers state, with a band of fertilizer on each side of plant, for a healthy, well-balanced deep root system.

It is designed for easy tool-bar mounting on most any type tractor and has its own ground drive assembly to make it simple to install. It is furnished for two- and four-row application but can, on special order, be furnished for single row.

Adjustable foot pieces are furnished to accommodate the different types of soil along with Planet, Jr. seed planters and patented "Force-Feed" fertilizer attachments.

The current list price for a two-row unit complete, ready to mount on operator's tool-bar, is \$335.00 f.o.b. Dallas.

Cook Represents Butler in East and South Texas

WILLIAM E. COOK has been appointed to represent Butler Manufacturing Co., Kansas City, Missouri, in East and South Texas. William H. Rowell, sales manager of the Farm Equipment Division, announces.



W. E. Cook

Cook will be responsible for the sale of Butler's farm equipment products: grain bins, stock tanks, augers, elevators, hog feeders, and bolted grain tanks in this territory.

For several years, Cook was associated with International Harvester and later became an International Harvester dealer in Beaumont, Texas.

Cook and his family will reside in Beaumont.

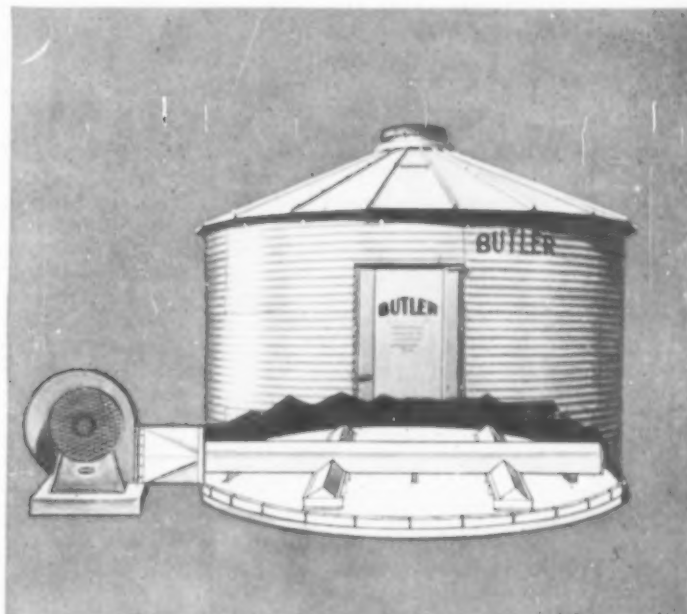
NOW as a **BUTLER** dealer **You sell a complete grain conditioning system**



Butler grain bins give your customers weather-tight, rodent-proof storage at a cost of only a few cents a bushel per year. They are made of sturdy, long-lived galvanized steel to furnish year after year of safe, clean, on-the-farm storage. With 1,000, 1,330, 2,200 and 3,276-bushel capacities, you can sell Butler grain bins to fit the needs of every farmer.

The new aeration system for Butler grain bins means a big, new sales potential for you as a Butler dealer! It makes practically every grain producer in your community a prospect for Butler grain bins. You can sell Butler bins for safe, clean, on-the-farm storage . . . with Butler aeration to condition and upgrade high-moisture grain in a complete packaged sale.

Butler ads now appearing in the national and sectional farm magazines are telling farmers in your territory about



New Butler aeration system gives farmers a complete grain conditioning unit with ducts, fan and motor assembly for 1,000, 1,330 and 2,200-bushel Butler bins. It cools high-moisture grain quickly, prevents heating, guards against losses due to spoilage and insect activity—promotes natural conditioning for higher market prices, better feed, safer seed!

this new aeration system for Butler bins. They're clearing the way to help add a profitable new sales volume to your business.

Get the full story! Learn how you can stock, display, sell Butler grain bins with the new Butler aeration system. Cash in on the profits a Butler dealership offers!

**Mail this coupon TODAY...
 see for yourself!**



**Manufacturers of Oil Equipment
 Steel Buildings • Farm Equipment
 Cleaners Equipment • Special Products**

Factories located at Kansas City, Mo.
 Galesburg, Ill. • Richmond, Calif.
 Birmingham, Ala. • Minneapolis, Minn.

For prompt reply, address office nearest you:

BUTLER MANUFACTURING COMPANY

7394 East 13th Street, Kansas City 26, Missouri
 929 Avenue W, Ensley, Birmingham 8, Alabama

I want to cash in on the big sales opportunity the new Butler aeration system offers. Please send more information.

Name

Address

Town State

Business

Ford Appoints Three Department Managers

APPOINTMENT of three new department managers in the Tractor and Implement Division, Ford Motor Co., is announced by O. L. Wigton, general sales manager.

Wendell E. Butler, former manager of the service department, has been named manager, implement sales department. J. B. Nicolls, Jr., former manager of the customer service department at the Ford Highland Park Tractor Plant, has been named manager of the service department. J. H. Zich, former manager, implement sales department, has been made chief engineer in charge of harvesting equipment.

Butler has been with Ford since August, 1953. Prior to that time he was executive vice-president of The Galloway Co., a farm machinery manufacturer in Waterloo, Iowa. He is a past-president of the Allied Farm Equipment Manufacturers Association, and is a graduate of Northwestern University School of Commerce.

Nicolls, engineering graduate of the University of Michigan, was a production methods engineer with Ternstedt Division, General Motors, from 1940 to 1941. From 1941 to 1943 he was a development engineer for Continental Aviation Engineering Corp., Detroit. He was superintendent of experimental development laboratories for Locomotive Division of Avco at Williamsport, Pa., from 1943 to 1946. For one year he operated his own business, Huron Sales Engineering Co., Pontiac. He joined Ford Motor Co. as service engineer in July, 1947. Assigned to Ford Division as assistant to the service manager, he became assistant service manager and then manager, Technical



Massey-Harris Announces Clipper Peanut Combine

MASSEY-HARRIS, in announcing its new pull-type peanut combine, states that it is designed for faster, more efficient peanut harvesting. Incorporating all the basic advantages of the Clipper combine line, the new 50 features sealed bearings, spring finger-type cylinder and adjustable concave, positive air control over the sieves and specially designed pneumatic tailings and peanut conveyors.

Fast-working spring-tooth pickup assures positive uniform feeding, according to the manufacturer.

Standards. In September, 1953 he was named manager, customer service, at the Highland Park Plant.

Zich had wide experience with other farm equipment firms before becoming associated in 1947 with

ers. The 50 is built up on a heavy duty frame; new lightweight design for easier pulling and greater economy.

Separating units are designed to do a thorough job of threshing and cleaning with the crop under positive control at all times to prevent crackling and shattering. Dust, dirt and sand are disposed of quickly, making the operator's job a cleaner operation. There is more room on the 2-spout platform, a bag chute has ample holding capacity.

The Clipper 50 peanut combine is powered by a 21 h.p. air-cooled engine. Table has full 6-foot width hand or hydraulic lift.

Dearborn Motors, former national marketing organization for the Ford tractor and Dearborn farm equipment, where he became manager, tractor and implement sales. He joined Ford in August, 1953.



W. E. Butler

J. B. Nicolls, Jr.

J. H. Zich

Red Jacket Opens New Florida Branch

THE RED JACKET Manufacturing Co., of Davenport, Iowa, makers of pumps and water systems for farm, home and industry, announces the opening of a new branch and warehouse at 2055 Central Avenue, St. Petersburg, Florida.

The company states that this new branch location, specifically created to serve all Florida accounts, will be amply stocked and serviced by the present Red Jacket Florida sales staff.

In Baseball, GOOD backing pays off!



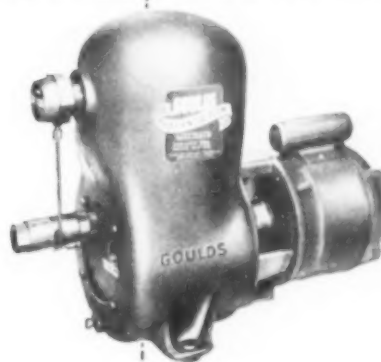
In Pumps, GOULDS backing pays off!

Ask any Goulds Dealer—he'll tell you why "Goulds backing" can mean the difference between just "handling" pumps — or *selling* pumps. For instance, Goulds *exclusive design* features permit the Goulds Dealer to offer pumps and values that just *can't be found elsewhere* at any price! Outstanding example of this Goulds design leadership is the famous . . .

GOULDS Balanced-Flow Jet for Shallow Wells

GOULDS Backs YOU Up with:

1. Exclusives in Pump Design
2. Prompt Distributor Service
 - a. Pump supply NEAR you
 - b. Repair parts NEAR you
 - c. Factory-trained selection and application help NEAR you
3. Complete, Informative Catalogs and Literature
4. Helpful Dealer Training
5. Powerful National Advertising
6. Outside Store Identification
7. Window Display
8. Inside Store Advertising
9. Pump Demonstration
10. Local Advertising Material



NEEDS NO TANK . . .

The only complete tankless water system — costs less to buy . . . less to install.

SELF-ADJUSTING CAPACITY . . .

Open one tap . . . or two . . . or three — and the Balanced Flow instantly adjusts itself to deliver the exact flow wanted at each tap within capacity.

CORROSION-RESISTANT . . .

Cast iron parts touched by water are treated with a "baked-on" coating to resist corrosion in the pump.

ONLY ONE MOVING PART . . .

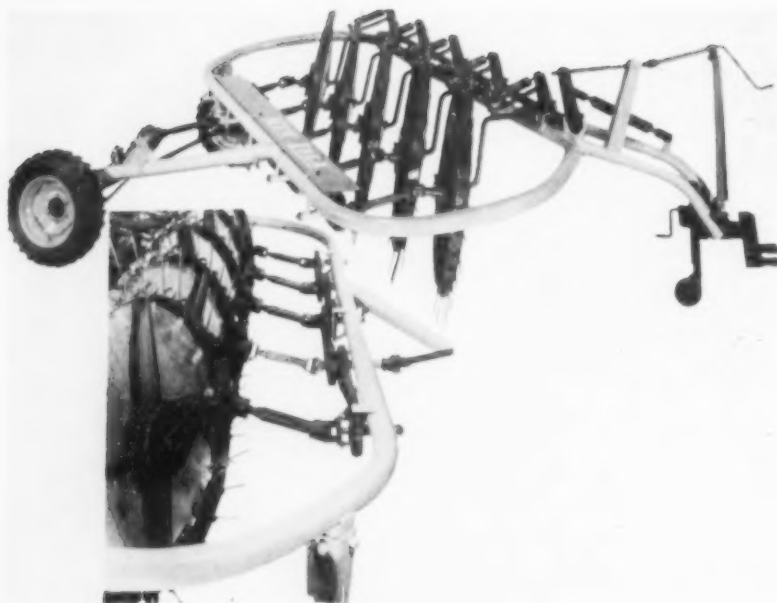
Trouble-free, quiet, dependable — can't lose its prime. Corrosion resistant, too.

COMPACT . . . EASY TO INSTALL . . .

Install it almost anywhere — under the sink, in the closet, etc. — with fewer fittings, no costly tank to buy!

Ask your GOULDS DISTRIBUTOR, or write . . . Dept. SH-16
Goulds Pumps Inc., Seneca Falls, N. Y.

GOULDS the line that backs **YOU** up
WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED



New Idea Introduces New Type Wheel Rake

A NEW TYPE wheel rake with power driven raking wheels has been introduced by the New Idea Farm Equipment Co., Coldwater, Ohio.

The New Idea rake is powered by a live axle driven by the ground wheels. Power is transmitted from the live axle to a series of jack shafts which drive the five raking wheels.

The raking wheels can be adjusted individually to float freely over the ground—teeth just combing the stubble—thereby avoiding much of the dirt and debris picked up when raking wheels require ground contact, the manufacturers point out.

The pull-type design is to permit closer hugging of ground contours and easier operation than push-type machines. To illustrate the design factor, New Idea cites the wheel barrow principle: in a ditch or depression, the barrow digs in deeper if pushed; when pulled, it lifts out easily.

The inclined tubular main frame is of welded construction. It is sturdy, but flexible enough to take the strain and twisting of operation over rough ground, New Idea states.

Raking wheels are supported by hinged cranks attached to the front part of the main frame. As they float over the ground, they move in an arc rather than straight up and down. This is to permit freer movement over uneven ground.

The hitch on the New Idea rake has a vertical adjustment of 16 inches. It can be connected by a hitch pin to any tractor drawbar at the proper height for good performance.

The rake wheels can be raised and lowered by hand or by tractor hydraulic system.

I-H Dealers to Handle New Carswell Terracer

A FAST AND efficient new terracer which builds approved terraces at the rate of almost a mile a day is announced by the Firman L. Carswell Co. of Kansas City, Kansas.

The Carswell-Tucker terracer may be mounted on the right side of Farmall tractors, series H, M and Super M-TA. With the new unit, any width channel can be built. It handles the same soil only once. A disk, at the right mid-section of the tractor, channels a furrow of soil to a high speed conveyor. The operator's hydraulic



controls are within easy reach and he has full view of both the disk and the conveyor at all times.

According to the manufacturers, the terracer doesn't hamper the maneuverability of the tractor in any way; short turns are made easily and terraces can be built on any degree of slope where terracing is practical. Operating on the principle of handling a small amount of dirt quickly, the manufacturers add, the machine moves a surprisingly large amount of earth in several hours of operation.

Sales of the Carswell-Tucker terracer will be through International Harvester dealers.

Myers Appoints Hart Sales Representative

LUTHER HART, JR., of Winchester, Virginia, has been appointed by The F. E. Myers & Bro. Co., Ashland, Ohio, as a sales representative in South Carolina, Georgia and Florida, specializing in power and hand sprayers.



Luther Hart, Jr.

He was to assume his duties in May, following a month's indoctrination at the company's main plant. He takes over a territory formerly handled by L. I. Wingert who resigned to go into private business.

Having experience as both a user of and salesman for spraying equipment and materials, Hart is well qualified for his new position. He farmed near Princeton, N. J., from 1933 to 1941. He then moved to Winchester where he was a fruit grower and custom farmer. In 1946, he joined American Growers Supply, in Winchester, as a salesman and was later named plant manager. He joined C. I. Brumback and Sons in 1951.



As a manufacturer...

I have found that doing business with members of the Farm Equipment Wholesalers Association automatically provides a simple solution to the ever present problems of national distribution and having an adequate stock of my equipment and parts in the field — In addition, I can relax in the knowledge that I also have a reliable service organization along with salesmen who are familiar with the customer and his problem.

CALIFORNIA

B. Hasman Company, Inc., Los Angeles
Tractor Sales Corp., Los Angeles
The H. C. Shaw Co., Santa Ana
(Branch of Stockton)
The H. C. Shaw Co., Stockton

COLORADO

The Parker Company, Denver

GEORGIA

The Lenker Company, Cochran
Implement Sales Company, Decatur
(Affiliate of McNeese Sales Co., Memphis)
Lovett & Thayer Hardware Co., Dublin
R. C. Cropper Company, Inc., Macon

IDAHO

Mitchell, Lewis & Staver, Caldwell
(Branch of Portland)

ILLINOIS

Farm Equipment Sales Co., Bloomington
C. J. Turley Company, Bloomington
Lindsay Bros., Inc., Streator
(Branch of Milwaukee)

INDIANA

Mauney Valley Seed Service, Inc., Ft. Wayne
Kenney Machinery Corp., Indianapolis
Stover-Winsted Company, Indianapolis
Capital Equipment Co., Marion
(Branch of Lansing, Mich.)

IOWA

Lindsay Bros. Co., Des Moines
(Branch of Minneapolis)
Mead Farm Equipment Company, Des Moines
Port Huron Machinery Company, Des Moines

KANSAS

Price Bros. Equipment, Inc., Wichita

KENTUCKY

Brinly-Hardy Co., Inc., Louisville

MASSACHUSETTS

J. S. Woodhouse Co., Springfield
(Branch of Brooklyn)

MICHIGAN

Capital Equipment Co., Lansing
Great Lakes Farm Supplies, Inc., Lansing
Universal Farm Sales, Inc., Saginaw

MINNESOTA

Barker-Letz Supply Company, Minneapolis
Keegan Farm Equipment Co., Minneapolis
Lindsay Bros. Co., Minneapolis
The Midwest Co., Inc., Minneapolis

MISSOURI

A. A. Klughart Machinery Co., Kansas City
The Port Huron Co., Kansas City
Implement Specialty Co., Inc., St. Louis
Mid-Continent Sales, Inc., St. Louis

MONTANA

Midland Implement Company, Inc., Billings
Montana Oliver Distributing Co., Billings
Midland Implement Co., Inc., Great Falls
(Branch of Billings)
Montana Oliver Distributing Co., Great Falls
(Branch of Billings)

NEBRASKA

Port Huron Machinery & Supply Co., Lincoln
Lindsay Bros. Co., Omaha
(Branch of Minneapolis)
Mead Farm Equipment Co., Inc., Omaha

NEW JERSEY

John Reiner & Company, Flemington
(Branch of Long Island City)

NEW MEXICO

Dorris Distributing Company, Inc., Clovis



OHIO

Universal Farm Sales, Inc., Columbus
(Branch of Saginaw, Mich.)
G. & H. Supply Company, Mansfield
McCune & Company, Inc., Marion
(Branch of Youngstown)
McCune & Company, Inc., Youngstown

OREGON

Cascade Supply Company, Portland
J. A. Freeman & Son, Portland
Independent Distributors, Portland
Mitchell, Lewis & Staver, Portland
R. M. Wade & Company, Portland

PENNSYLVANIA

J. S. Woodhouse Company, Downingtown
(Branch of Brooklyn)
Hamilton Equipment, Inc., Ephrata
The S. P. Lummus Supply Co., Inc., Philadelphia

SOUTH DAKOTA

Lindsay Bros. Co., Sioux Falls
(Branch of Minneapolis)

TENNESSEE

McNeese Sales Company, Memphis
(Associate of Implement Sales Co., Decatur)
Orgill Brothers & Co., Memphis
Wallace Hardware Co., Inc., Morristown

TEXAS

Connally Bearing Co., Inc., Amarillo
General Corporation, Dallas
Peerless Equipment Corp., Dallas
Southern Plow Company, Dallas

UTAH

General Implement Distributors, Inc.
Salt Lake City

VIRGINIA

Hamilton Equipment, Inc., Charlottesville
(Branch of Ephrata, Pa.)
Todd Co., Inc., Norfolk

WASHINGTON

Polson Implement Company, Seattle
R. M. Wade & Company, Seattle
(Branch of Portland)
Mitchell, Lewis & Staver, Spokane
(Branch of Portland)
Polson Implement Company, Spokane
(Branch of Seattle)

WISCONSIN

Robt. L. Fischer Co., Inc., Butler (Milw.)
Lindsay Bros., Inc., LaCrosse
(Branch of Milwaukee)
R. N. Jacobs Company, Milwaukee
Lindsay Bros., Inc., Milwaukee

DOMINION OF CANADA

H. L. Turner (Wholesale) Limited
Blenheim, Ontario

As a retailer...

I have found that doing business with members of the Farm Equipment Wholesalers Association makes it much easier to give my customers the kind of service they want because—I can broaden my line with proven quality merchandise—I have warehouse stocks close at hand—and when I need help with selling demonstrations, replacement parts, or a service problem; all I have to do is ask. You can get more information by writing the Executive Secretary, or by asking one of the listed members.

Executive Secretary: Robert L. Shannon, 1011 Lumber Exchange, Minneapolis 1, Minn.



No Slack Season in This Shop

(Continued from page 83)

that no customer likes for you to walk up to him and tell him what he needs. And there are plenty of good reasons why the customer should have repairs taken care of at the end of the season rather than at the beginning of the next."

During these farm-to-farm visits all equipment is spot checked. As a result, the company shop, with its four mechanics, operates at full capacity during the off

season months.

An employee who has had the most favorable contact with a particular customer is the one assigned to confer with him at the end of the season. In a given case this may be Smith, his son or one of the mechanics.

If Smith or his son meet a farmer in town or at a meeting prior to a future on-the-farm visit and have an opportunity to talk with him they remind the prospect that they will be dropping by shortly to discuss his needs and to inspect his equipment.

"There is one thing we never do — take a farmer's time when he is busy at some other chore that has to be done," said Smith. "We drop by some other time and catch the farmer when he is really free to talk with us."

Farmers Supply Co. has persuaded many of its customers to jot down notes at the end of the season on what repairs machinery and equipment probably need. In making notes of unusual behavior and describing unusual sounds or difficulties when the machine was operating, customers may save the mechanic much time in searching for worn out and defective parts. Such a procedure cuts their repair bills, Smith points out, for it quickly discloses a need that even a mechanic might overlook.

"Furthermore, a farmer remembers what's wrong with a machine right after he has been using it," Smith added, "but if he waits until spring, he frequently won't recall mechanical difficulties, and when these do crop up during the busy season we will have to spend more time going over the equipment than is really necessary."

Smith and his mechanics stress the advantages of a complete inspection of all machinery and putting all equipment in shape before storing it away for the winter.

When machinery comes into the shop it is given a complete inspection. Where necessary, steam cleaning is recommended for combines and balers. Painting and "touch-ups" likewise are advised when the need seems evident. The mechanic lists his findings and the customer is called, told the nature of the repair work necessary, and is given an estimate of the cost.

"Through our personal contact with each customer at the end of the season we have come to an understanding with many of them. That is, we automatically call on them at the end of the season and make an inspection of their machinery. But the majority will consent only after we have had a personal talk with them."

Customers who agreed to bring in their equipment but failed to do so are followed up through personal visits. Where well-meaning farmers still fail to bring machinery in, the company offers to pick it up.

Such personal contact in selling end-of-season repairs is an excellent means of building sales of both new and used equipment, Smith emphasized.

"As you go over a customer's machinery and study its condition



**You're in there pitching
EVERY TIME...**



with HERSCHEL PARTS available to fit ALL MAKES of mowers and combines

There's no limit to your cutting parts repair business when you maintain a complete stock of HERSCHEL PARTS. Display and sell HERSCHEL KNIVES, SECTIONS and related cutting parts to ALL the owners of mowers and combines in your community... ALL MAKES! HERSCHEL PARTS are field-tested and guaranteed to fit... the product of specialists in the manufacture of farm machinery cutting edges for 67 years. ORDER NOW... be prepared for a big volume of cutting parts repair business!

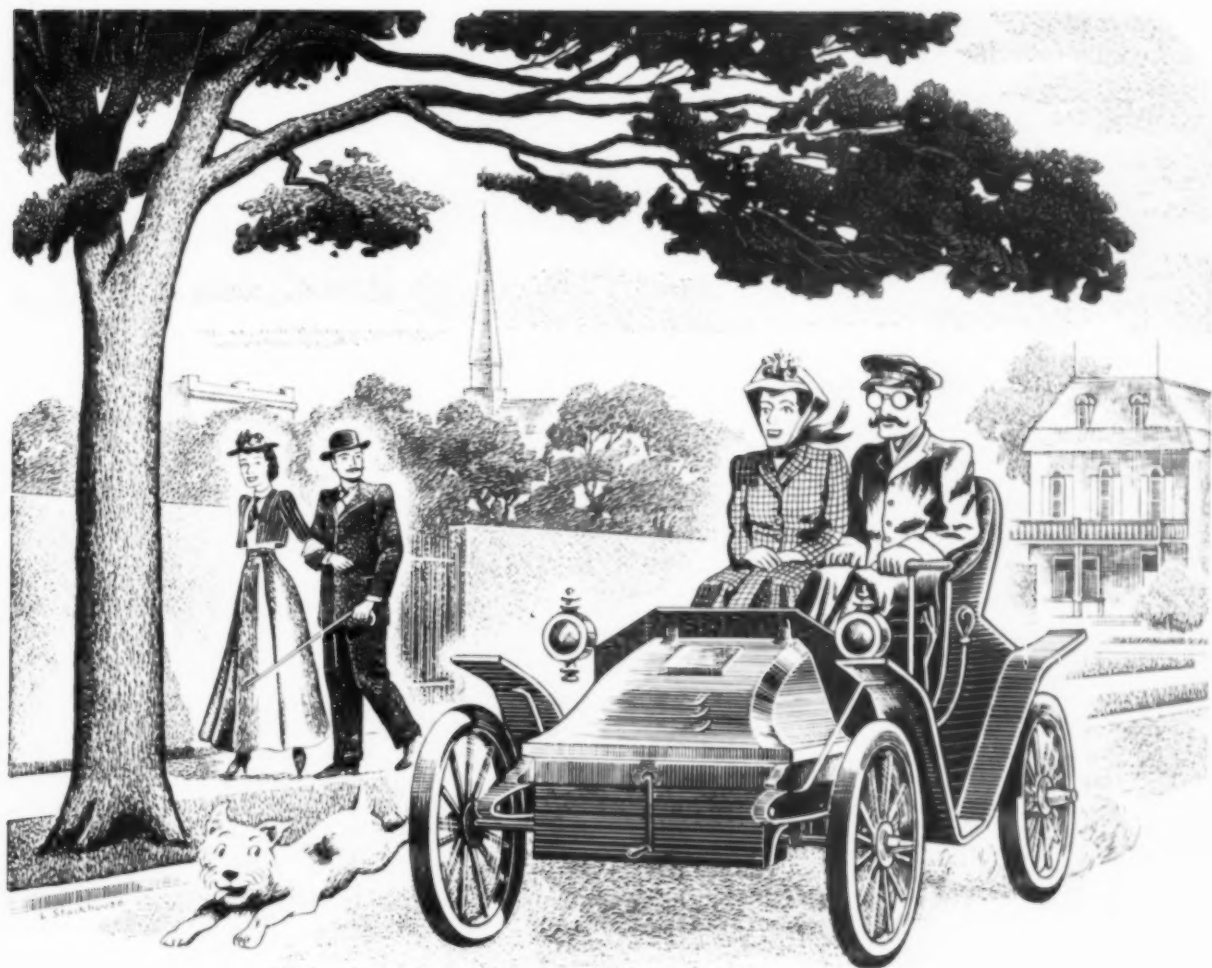
●FREE TO DEALERS: Herschel Catalog No. 87 and big Herschel Wall Chart showing parts to fit all makes of power mowers.

R.HERSCHEL
MANUFACTURING CO., INCORPORATED

FACTORY AT PEORIA, ILLINOIS

Branches: Omaha, Neb.; Minneapolis, Minn.;
Toledo, Ohio; Harrisburg, Pa.; Auburn, N. Y.
DISTRIBUTORS: R. C. Cropper Co., Macon, Ga.
Southern Supply Co., Dallas, Texas

HERSCHEL PARTS



Great Years Ahead!



In 1901 when Federated Mutual was founded, there were still plenty of scoffers who were sure the automobile was just a passing fancy. But the "miracle of simplicity", the Model T Ford was about to appear, and with it a new era in our history.

Time was destined to prove beyond a doubt, the practicality and economy of both the automobile and mutual insurance. We became a

nation on wheels, and Federated Mutual became one of this country's largest mutual fire and casualty insurance companies.

Today, a half century later, hundreds of thousands of Federated Mutual policyholders throughout the United States and Canada are enjoying secure protection and practical dividend savings of up to 30% on insurance for business, home, and car.

Insurance at a Saving for BUSINESS • HOME • CAR

Federated Mutual



IMPLEMENT and HARDWARE INSURANCE COMPANY • OWATONNA, MINN.

IT'S GOOD BUSINESS TO SUPPORT YOUR ASSOCIATION

SOUTHERN FARM EQUIPMENT Section for JULY, 1954

CONTINENTAL RED SEAL

... Yours for Better Power

For MORE power and BETTER power—complete dependability, clinched by experience dating from 1902—specify Continental Red Seal® with exclusive Context® Ignition, outstanding air-cooled engine advance of recent years. Engineered for fast starting, easy upkeep, long life—and backed by parts and service coast to coast.



*TM REG.



SERIES AD—VERTICAL SHAFT—DIRECT DRIVE—2 hp—2½ hp—3 hp.

Continental Motors Corporation

AIR-COOLED INDUSTRIAL ENGINE DIVISION

12800 KERCHEVAL AVENUE • DETROIT 15, MICHIGAN

and performance as the farmer complains about it you have an opportunity right there to sell new equipment," Smith explained. "Or you can tell him about a used piece of equipment that has been reconditioned and put into excellent working condition.

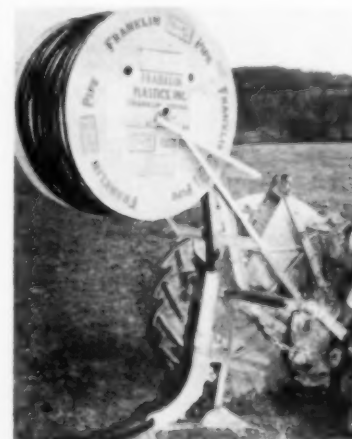
"We feel that there is no substitute for personal contact in our kind of business. It is 'living with the farmer' and being close to his needs and problems, giving him direct help when he needs it that keeps him loyal to us."

Pipe Layer Introduced by Franklin Plastics

A NEW IMPLEMENT designed for effortless laying of plastic pipe for many waterpipe installations is introduced by Franklin Plastics, Inc., Franklin, Pennsylvania. Known as the "Franklin Plastic Pipe Layer," it is constructed for a three point hitch, but may be adapted to any farm tractor.

Operating at tractor speeds, the device will uncover a trench, lay in the pipe 14 to 20 inches deep, and back fill—all in one continuous operation. Pipe may be buried at the rate of 100 feet per minute. At a recent demonstration, state the manufacturers, 1000 feet was installed in less than 10 minutes.

The disposable dispenser spools which mount on the implement bracket are the standard package for the plastic pipe. Spools hold up to 600 feet of pipe. The pipe layer will accommodate ½" through 1-1¼" size pipe. In addition to laying pipe, the implement will bury underground-grade electrical cable continuously, and by removing the guide tube, the blade portion becomes a subsoiler.





MILKING MACHINE REPLACEMENT PARTS

2SU FOR SURGE	3SU FOR SURGE	34X FOR SURGE McCormick Deering	2R FOR PERFECTION MONTGOMERY WARD HINMAN 10 STAR	3R FOR PERFECTION RITE WAY ANDERSON IDEAL SEARS WARD'S	RS FOR RITE WAY SEARS ROEBUCK NATIONAL	426R FOR HINMAN CROSBY	13R FOR CONDE MARLOW
6S FOR UNIVERSAL Eaton Calf Head Short Tube	16U FOR UNIVERSAL Eaton Calf Head Short Tube	6M FOR UNIVERSAL DE LAYAL SHELLS OB 0146 02777 WITH 6 DA ADAPTER CLEAN EAST DECKER	176 FOR EMPIRE McCormick Deering ANDERSON PINE TREE WOODS	83 FOR MCCORMICK DEERING EMPIRE	08D FOR DE LAYAL Sterling Utility ANDERSON	09D FOR DE LAYAL Magnetic OB SHELL WITH 6 DA ADAPTER	05D FOR DELAYAL OGSHELL

Get this Display Board FREE!

Sets you up as Rubber Replacement Parts Headquarters for all leading makes of Milking Machines.

Write today for full details.

CROWN DAIRY SUPPLY CO.

327 W. College Avenue,



Waukesha, Wis.

Their Specialty— Outside Selling

(Continued from page 75)

one on-the-spot, the prospect's interest often is sufficiently aroused to assure a follow-up sale later.

The same kind of servicing is done on implements and it not only leads to lots of new shop work but to sales of new machines. In experimenting with promotional ideas for drumming up shop work, McGhee and Garrett have hit on one in particular that has given the 10 mechanics all they can do at a time when shop work is usually light. Along in December and January, the field salesmen promote a paint campaign. They contact all their tractor users whose machines are a year or more old, and make a special painting offer of \$19.95.

Offer Pays Off

In most cases, the offer leads to a complete reconditioning job. During one December and January period, Baldwin got 74 paint jobs, plus all the repair work they sold the owners after the machines

were in the shop. They had 15 to 25 of them on hand at a time.

After a tractor was brought in for painting it was examined completely for other service needs. Some, of course, didn't need anything but the paint. Others needed motor overhauls, steering repair, replacement of worn parts, etc. After listing these needs the owner was called and told what ought to be done and in nearly every case the order was given.

One thing that has boosted his volume is the brand-new plant into to which the company moved in the fall of 1952. The new shop has practically every labor-saving and cost-cutting machine available. Each buyer is sold on the idea of quick shop service. Baldwin has shop machines that cut repair time and save customers on labor cost. For example, there is an air gun that tightens bolts with amazing speed. There is a swinging hoist, a portable hoist that can be moved to any job, motor analyzers, clutch machines, precision tools, valve grinders, presses and \$50,000 worth of parts to meet practically any replacement need.

When a farmer learns of Baldwin's facilities to take care of re-

pair needs, it goes a long way towards shattering sales resistance.

Another way he gets new prospects for his field salesmen is to hold an occasional open house. He held one to celebrate the opening of his new plant and more than 1,700 persons attended. He presented a gift of four ice tea glasses to each family and supplied all the free soft drinks the guests could consume.

Successful Promotion

He held another big jamboree when he sent out 1,500 invitations for his "cool living show." This was held in the hottest part of the summer when every visitor was thinking more in terms of cool living than anything else. The show featured his refrigerators, freezers and air conditioners. And it helped to make every guest cool-conscious while the blistering outside sun aided and abetted the feeling.

Baldwin's volume has grown so rapidly he now has an implement plant in Cadiz, Ky., operated by his brother.



**Soil Loamy?
Or Sandy?
Or Rocky?**

"EMPIRE"
*Built Tillage Tools are Custom
Made to Fit Any Cultivating Need!*

"EMPIRE" built Sweeps, Shovels, Teeth, Steels, Furrowers, Hoes, etc. are specifically designed to meet every cultivating need... a pattern guaranteed to give top performance regardless of the condition of the land.

It is the line that makes good business better—the first name in Tillage Tools.



**Heat Treated
FOR TOUGHNESS
Tempered
FOR PERFORMANCE**

THE EMPIRE PLOW COMPANY
"Specialists in Tillage Tools Since 1840"
CLEVELAND 27, OHIO

1840 1954

*It Pays to Sell the Line with
Ready Trade Acceptance!*

Suckers Controlled by Eagle Tobacco Oiler

A NEW WAY to control suckers on tobacco plants is provided by a tobacco oiler introduced by Eagle Manufacturing Co., Wellsburg, W. Va.

This pump oiler is designed for applying tobacco sucker control oil to the plants in the field. In this way, state the manufacturers, unwanted buds, or suckers, caused by "topping" can be controlled.



The company recommends use of the oiler with any approved sucker control oil.

So that specified amounts of sucker oil can be applied, the oiler is equipped with a controlled-

measure attachment which gives the user a means of controlling the amount of oil ejected at each stroke of the pump. A specially-designed cap and 13-inch spout direct the oil flow.

The oiler can be operated with one hand and is built to stand hard wear. By using it, the manufacturers point out, tobacco farmers can treat each plant with a straight, controlled stream of oil—thus eliminating the manual removal of suckers.

This new Eagle tobacco oiler, No. 329-CMT, is available from local hardware and farm implement dealers. Price is \$4.00 each.

F. A. Wirt Cited by Freedoms Foundation

THE J. I. CASE CO., of Racine, Wisconsin, and F. A. Wirt, advertising manager, were presented a citation from Freedoms Foundation at a recent ceremony. The presentation was made by Richard H. Foltz, vice-president of Freedoms Foundation of Valley Forge, Pennsylvania.

The Case company was selected



F. A. Wirt, right, receives citation from R. H. Foltz of Freedoms Foundation. It was third award for Mr. Wirt, and the fourth award for the Case Co.

for award for the public education and information service program "Informing the Public." Wirt was honored as an individual for his "Mailings to Influential People."

It was the fourth year that the Case company has been awarded and the third award for Wirt, personally. The award was in recognition of their contribution to a better understanding of the American way of life.

STAR

SERVICE SHARES



**FULLY
GUARANTEED**
AS TO QUALITY,
FIT, AND
FINISH

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U. S. A. (EST. 1873)

... Make an *EasyChair*
of ANY
Tractor Seat!



Sell your customers **REAL** comfort... plus rugged good looks... AND economy with this practical — durable Cushion...

So easy to tie on...

Adjustable to fit any tractor seat.



PATENTED

Mendy
POSTURE

**FOAM RUBBER
TRACTOR CUSHION**
COVER OF PLASTIC-COATED
FABRIC—WATER RESISTANT!

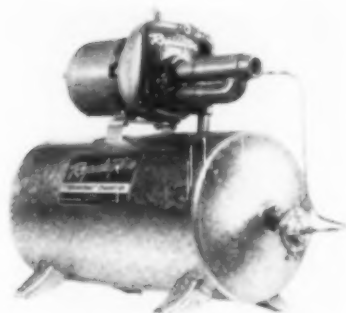
FABRICS
INC.

Order TODAY from your local distributor or write us for your nearest source of supply.

311 BELL ST. MONTGOMERY, ALABAMA

Rapidayton Signature Champions Introduced

A NEW LINE of Rapidayton convertible jet pumps, incorporating the exclusive "Quick-Connect" flange unit for easier connection of plastic and steel pipe, has been introduced by the Dayton Pump and Manufacturing Co., Dayton, Ohio, according to Gerard J. Carney, vice-president and general sales manager.



The line is known as the Rapidayton "Signature" Champions. The pumps may be converted from

shallow to deep well systems without the purchase of additional pump parts. The same ejector is used.

Carney said the Signature models carry "all the quality features of the original Champion — plus several new ones."

Signature Champions have a bigger pump body and are easier to prime, in addition to being equipped with the "Quick-Connect" flange unit, the manufacturers state. This unit makes it possible to install either plastic or steel pipe without clamps, adapters, union, or slip coupling. No threads are needed on steel pipe, although threaded pipe can be used. Brass inserts for plastic pipe are furnished without additional cost.

All pumps have four volutes instead of one — for higher capacities and pressures; bronze impeller, brass venturi and nozzle, rotary seal, and nationally-known motor.

Retail price for the 1/3 h.p. package system, complete with flange unit, convertible ejector, air charger, and 13-gallon galvanized tank is \$109.50. Big 1/2 h.p. pump and ejector unit (without tank) will retail at \$114.50.

Servicing Cotton Pickers Builds Extra Volume

(Continued from page 70)

forget the importance of having his cotton picker cared for properly while not in use, salesmen call on all owners in the territory, reminding them that if the cotton picker becomes frozen or tight while idle, service charges will be an extra \$100. If the farmer has not had personal experience with this, he usually knows a neighbor who has. That storage charge of \$5.00 a month seems like a bargain to him.

With the cost of hand picking cotton reaching near-prohibitive levels, Nash sees a further widening in the market for cotton pickers.

"We recognize the servicing and storing of cotton pickers as an important source of volume. In season and out, we keep in touch with the user. The original sale is by no means the last. The next time the cotton picker salesman calls on the user he starts talking about storing and servicing."

FOR BEST ELECTRIC FENCE PROFITS-SELL GUARANTEED



LOW-COST PROTECTION for FARMERS and GARDENERS

One unit charges up to 15 miles of single-wire fence.



PH-5 FOR 115-V. POWER



BATTERY MODEL D



RETAIL PRICES as low as \$12.95

Sold by leading jobbers everywhere



Battery Adapter for Model D

SHOX-STOK, INC.

615 MAIN ST.

WELLINGTON, OHIO

Sell the Compost Grinder THEY ARE ASKING FOR



The Nationally Advertised W-W COMPOST GRINDERS

Now you can sell the leading compost grinder and soil shredder in America. It's the W-W Compost Grinder that will screen, shred, or grind tough organic matter, wet or dry, into ideal compost material, mulch, or fertilizer. It will also mix and screen soil, compost, or other fertilizer fine enough for seeding flats. National advertising in leading publications has already sold thousands. It's a good money-maker in off seasons. Five models to choose from.

LIBERAL DEALER DISCOUNTS

SEND THIS COUPON FOR COMPLETE INFORMATION —

Sure I'm interested in becoming a W-W dealer. Send me complete details.

NAME

ADDRESS

TOWN STATE

**W-W GRINDER CORP.,
DEPT. 21, WICHITA, KANSAS**

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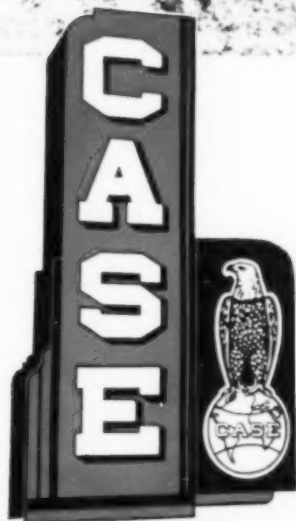
Yardley Plastics Company *

From everywhere on the continent...
farmers voluntarily write

They Would Buy It Again

CASE

2-Plow
Low-Seat
Tractor



Coast to coast, gulf to border and beyond, we asked owners of Case "VAC" Low-Seat Tractors for comment. Most of them said they would buy it again. Many mentioned specific points, such as: "easiest riding seat we ever sat in" . . . "ride all day and never get tired" . . . "lugging ability in a class by itself" . . . "most powerful compared to horsepower rating" . . . "more power and runs on less gas" . . . "far less fuel per day" . . . "upkeep and repair parts much cheaper" . . . "on hill farm, will really hold the ground" . . . "handles better in mud, snow and sand" . . . "has them beat with Eagle Hitch" . . . "handiest thing I have on the farm."

When farmers must see savings before they buy . . . when power must be proved by demonstration . . . Case dealers can go out to the grass roots and come back with the business. J. I. Case Co., Racine, Wis.



International Harvester Farmall and McCormick Disc Harrow with Crucible LaBelle discs.

LaBelle DISCS

made by steel specialists

It's no secret... it's the *steel* that counts most in the performance of a disc. That's why LaBelle discs, made by the leading producer of tool, and other fine special steels, have become a choice of farmers everywhere.

LaBelle discs have just the right amount of toughness and hardness for maximum discing efficiency. And their edge stays sharp longer — under any soil conditions.

You'll have only satisfied customers when you sell 'em LaBelle discs.



54 years of *Fine* steelmaking

CRUCIBLE

first name in special purpose steels

AGRICULTURAL STEELS

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.
 RESISTAL STAINLESS • REX HIGH SPEED • TOOL • ALLOY • MAX-EL • SPECIAL PURPOSE STEELS

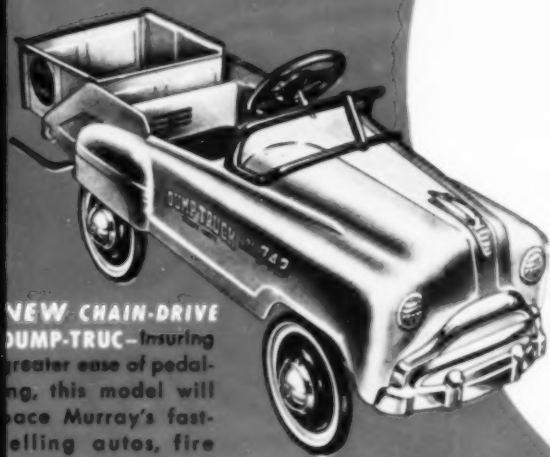
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MURRAY BICYCLES—
Four quality lines in
the 26" size, two each
in 24" and 20"



**NEW SUPERSONIC
JET**—This sensational,
new item is the sales
leader of the year.



**NEW CHAIN-DRIVE
DUMP-TRUC**—Insuring
greater ease of pedal-
ing, this model will
pace Murray's fast-
selling autos, fire
trucks, station wagons
and tractors.

greater than ever..

MURRAY

WHEEL GOODS and BICYCLES

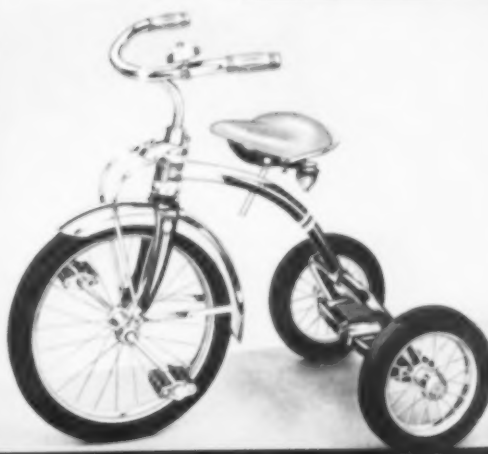
Yes, the '54 line of Murray wheels is even broader than before, with several outstanding new items—plus a greater price range on many products . . . Every model is superbly styled and built to Murray standards of quality that have been famous for over 30 years . . . Murray nationally advertises its entire line in full color to make your selling easier . . . So for greater profit opportunities, stock and feature MURRAY—America's most complete line of wheels!

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO



**MURRAY PARK
CYCLES**—Nine
models, 10", 14",
16" and 20"
sizes, several
with coaster
brakes.

**MURRAY VE-
LOCIPEDES**—
Seven different
models, in many
sizes, to meet
all needs.



**WHERE HAVE
OLD TIME
DISC TROUBLES
GONE?**

Massey-Harris 31 Tandem Disc Harrow
equipped with Ingersoll Heat Treated Discs



Ingersoll

has Rolled 'em out
and Drawn 'em out
by a Double-Feature
method of producing

TEM-CROSS®

the amazingly tough
steel for discs

Ingersoll
*Heat Treated
Discs*



**INGERSOLL
PRODUCTS
DIVISION**



Whatever good line of farm implements you handle, nowadays they are pretty apt to come equipped with Ingersoll Discs — without extra cost. But to make sure that your customers get the extra toughness, extra service values these finer discs give on their farms, always specify Ingersoll Discs.

**There's a Double Reason
to specify Ingersoll on every order**

Ingersoll specializes in tillage steels and is the world's largest manufacturer of Discs. Year after year that leadership has grown, and today it is greater than ever — because the new Ingersoll Heat Treated Discs are "Double-Feature" Double-Value Discs with acres and acres of extra toughness built in.

1. They're Cross-Rolled.

Tests made over a 3-year period by the Farm Machinery Section, U. S. Department of Agriculture, showed cross-rolling "has a marked effect on the impact and fatigue resistance." (See Agricultural Engineering, February, 1954).

2. They're Long-Drawn.

Ingersoll's exclusive heat treat process, which includes a special "long draw" and special tempering, gives just the right degree of hardness for maximum resistance to abrasion.

So to help your customers keep disc troubles off their farms, be sure you get Ingersoll Discs — the kind that have had old-time disc troubles rolled out and drawn out in the making.

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